INFORMANT

JANUARY, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

Bracing Up the Mind for New Nation Activity

Watchtower Campaign Begins

Keep New Slogan in Mind

[1] Get ready, get set, go into the field with the *Watchtower* subscription offer in January! Brace up your minds for real new-nation activity, for this is the beginning of our seventeenth annual *Watchtower* campaign. (1 Pet. 1:13, *NW*) For four months we shall effectively offer the *Watchtower* subscription and three booklets for $1.

[2] "How are you doing?" is a question we shall be asking one another throughout this campaign. As congregation publishers we shall try to obtain at least two new subscriptions and as pioneers, sixteen. Not in a competitive spirit will the question be asked, but rather in a co-operative spirit, because we are interested in the progressive *Watchtower* campaign results and wish to see thousands more receive "their food at the proper time."

Work Together

[3] At each service center conductors will be alert to keep the group informed of its progress in obtaining subscriptions. At service meetings and service centers, by passing along suggestions we have found helpful, we shall be able to assist each other to be more effective. Theocratic companions in the training work will assist each other by preparing sermons and using them in the field.

[4] At the Kingdom Hall the congregation servant might arrange a chart to show the week-by-week progress of the congregation, for all will be wondering: "How are we doing?"

[5] Where shall we get all these new subscriptions? It will be mostly in the house-to-house work. So, then, let us all work at least two hours or more from house to house on Sunday morning, as well as whenever else we can during the week. The more house-to-house work we do, the more opportunities for placing subscriptions we shall have.

[6] Do not forget to include the new booklet *"This Good News of the Kingdom"* in each set of three booklets. Along with it use older 32- or 64-page booklets in stock. Place this new booklet in as many homes as possible, for it opens another avenue of starting studies. Its simple, clear logic appeals to all people and the questions enable us to use it as a study aid. (See demonstration in "Your Service Meeting.")

A New Slogan

[7] Speaking of studies, notice the new slogan on the back page: "Add to your regular house-to-house preaching back-call and Bible study service." For two years we have stressed regular house-to-house preaching in our slogan and the results have been excellent. Logically, the next step is to improve our back-calls and studies *as we continue to share fully in house-to-house work.* So keep the slogan before you, with your minds braced up for new-nation activity.

Conventions for 1955

[1] The Society is happy to announce the United States and Canadian conventions for 1955 so ALL can make their vacation plans to attend whichever one of the FIVE suits their convenience. The conventions for this year will be FIVE days in length, so arrange your affairs to be present WEDNESDAY morning of the convention week in order not to miss any of the good provisions Jehovah has in store for his people.

[2] It will be of interest to Spanish-speaking people to know that programs are being planned in their language at the Dallas, Texas convention.

[3] See dates and places below:

DATES	CITIES
June 22-26	Chicago, Ill.
June 29-July 3	Vancouver, B.C., Can.
July 6-10	Los Angeles, Calif.
July 13-17	Dallas, Tex.
July 20-24	New York, N.Y.

[4] Information relative to rooming and other arrangements will be furnished later.

Handbills Successfully Used with "The New World Society in Action"

[1] In an effort to determine the effectiveness of using handbills to advertise showings of "The New World Society in Action" the following experiment was conducted by one of the New York city units, under the Society's direction.

[2] When the film was first released in April, 1954, publishers with the unit personally invited persons of good will to attend. A total of 253, a good attendance, saw the film.

[3] Then came the possibility of using handbills. How would they work? As an experiment the unit scheduled the film two nights in succession. Both dates were printed on the handbills so that people could come the evening of their convenience.

[4] Extensive and special advertising arrangements were made. Five times the usual number of handbills ordered to advertise a public meeting were obtained and used. Street advertising was done with handbills Friday. Saturday morning all stores and businessmen in the area were called on. Saturday afternoon and Sunday morning house-to-house work was carried out with only handbills being used. No literature was offered for this special activity. Beginning from the Kingdom Hall, publishers worked out as far as possible, in a friendly way inviting householders to see the film.

[5] Initial response to this special advertising seemed good. But what would the results prove to be? We are happy to report that 356 persons saw the film the first evening and 347 the following evening, making a combined attendance of 703. Over three hundred booklets, *Basis for Belief in a New World*, were given out. It was gratifying to note that the vast majority were strangers who never before had attended any meetings of Jehovah's witnesses. The expressions of attenders on both evenings were of appreciation and thanks for the congregation's kind consideration in inviting them. Many have returned for other meetings.

[6] This very well illustrates the effectiveness of using and widely ad-

(*Continued on page 2, col. 3*)

Around the World with Jehovah's Witnesses

Seeing "The New World Society in Action"

Part I

The New World society is a going concern in all parts of the earth. To show its true magnitude and to enable all of Jehovah's witnesses to become better acquainted with functions of the organization Jehovah has built up on earth in these last days, the Society sent the film to all countries possible. What are the early results as shown in the 1955 "Yearbook"?

Without exception all who see it are thrilled and feel as do the brothers in Northern Rhodesia (223) and Argentina (84). They now have a much better appreciation of the New World society and the theocratic organization.

If you were a publisher working with a small congregation and never had an opportunity to attend a large assembly of any kind and had no conception of the work done at headquarters, how would you feel upon seeing the film? Probably as the publishers you read about in Chile feel. (118, 119)

Is seeing the film once sufficient? There is so much to see in it that, as expressed by the Belgium report, "This film can be seen two, three, five or ten times. It never becomes monotonous." (95, 96) Although the showing of it will not go on indefinitely the Society does wish to arrange for as many brothers and persons of good will as possible to see it. Therefore, it will be shown at all circuit assemblies during the remaining part of the 1955 service year. Do not miss seeing it at your next circuit assembly and be sure to take persons of good will with you. Let them see and hear of Jehovah's expanding New World society.

Effective Witnessing

From house to house Jehovah's witnesses faithfully go, using Jehovah's Word skillfully in giving short sermons, in an effort to find and feed the other sheep. Only knowledge and understanding of Jehovah's purposes will enable people of good will to brace up their minds and join in new-nation activity.

How much more effective is our witnessing when we use the Bible and give sermons? A small town in South Africa was witnessed to over a year ago. The total of book placements was one. And what resulted recently when Bible sermons were used? Not one, but sixty books were placed before the town was completed. (248)

"What else can we say?" was the reply of the occupants of a home in Fiji after listening to an effective sermon. As you use sermons you will find this to be the reaction of many good-will persons. (88)

Sermons are being used world-wide by Jehovah's witnesses. With interest you will read the reports on Bechuanaland (250) and French Equatorial Africa (76) and see how our brothers are learning how to use sermons in order to become more effective ministers.

Is not a minister expected to give a sermon? Yes, and that is what a householder in Egypt expected on hearing one of Jehovah's witnesses say he was a minister. He was invited in and the household was called together to listen to his sermon. Such a good sermon was given that the people were deeply impressed. Arrangements were made for return visits. (139, 140)

Are you using the Bible and giving sermons from house to house in order to be most effective in your witnessing?

Presenting THE GOOD NEWS

With *The Watchtower*

[1] January starts the seventeenth annual *Watchtower* campaign. All of us want to share in making it the greatest campaign to date, and we can by regularly offering the *Watchtower* subscription during the next four months. Since *The Watchtower* is a Bible magazine of outstanding value it is fitting that publishers introduce it by using three- to eight-minute Bible sermons. The following sermon, entitled "God's Purpose," may be used with good effect. It shows the need and value of Bible study and provides an opportunity to explain to the householder the purpose of the *Watchtower* magazine.

[2] "Good morning. I am calling to share with you some information in which I am sure you will be interested. This information concerns the conditions that we see existing in the world today, in relation to God's purpose. [Describe conditions briefly.] Do you think a loving God would purpose such things for his people? Yet some ask, 'If he is a loving and an all-powerful God and such is not his purpose, then why doesn't he remedy the trouble?'

[3] "First, to prove that it was not God's purpose for men to suffer as they do, notice what the Bible says he did for man in the beginning. At Genesis 1:28 it states that God blessed man and gave him a good start. It was only because man sinned that he died. [Gen. 3:17-19] God did not change his purpose for the earth after man's rebellion. [Isa. 55:11] However, 'If it is still God's purpose for men to receive his blessings for good,' you may ask, 'how will it be accomplished?' Jesus taught his followers to pray for the establishment of God's kingdom, which would bring his will to pass on earth. Jesus said at Luke 19:10 that one of his purposes in coming to the earth was to 'seek and to save what was lost.' Now, what did Adam lose? He lost a beautiful paradise home, the hope of filling the earth with righteous children and the prospects of everlasting life. This Jesus said he came to restore. The Bible promises that these blessings will again exist under God's kingdom. [Rev. 21:3, 4] Would you not like to live under such righteous conditions? To do so requires that we study God's Word and learn of the Kingdom arrangement." Explain how *The Watchtower* helps them do this.

[4] Remember to include a copy of the booklet *"This Good News of the Kingdom"* with each subscription. If the householder declines your offer of the subscription, which should be made at each door, then endeavor to place a copy of the booklet for a small contribution. This booklet will open the way for many home Bible studies to be started very easily.

1955 Public Meeting Talks

With this *Informant* are three sets of outlines. One set should go in the school library. The other sets are to be used by brothers who are assigned by the congregation committee to prepare talks. Isolated male pioneers will receive a set from the Society.

The titles for public talks in the 1955 series are:

1. **Why the Crisis of All Mankind?**
2. **Communism or Christianity —Which Will It Be?**
3. **Delinquency—What Is Its Remedy?**
4. **Choosing the Right Religion**
5. **The Bible's Answer to Modern-Day Living**
6. **How Does Christ Come the Second Time?**
7. **God's Great Healing Program**
8. **Educating Ourselves for Peace and Life**

These talks may be started on April 10, or as soon thereafter as possible. As of April 1, handbills will be printed for only the 1953, 1954 and 1955 series.

Starting March 6, circuit servants will give the public talk "Christian Conduct in an Ungodly World."

District servants will soon be speaking on "Why a New World Is Possible."

Handbills Used *(Cont'd)*

vertising the showings of "The New World Society in Action" with handbills whenever opportunity is afforded to show the film in your territory. District and circuit servants, as well as others who are showing the film, should keep this in mind when arranging for advertising in conjunction with showing the film.

Legal Notice

Brothers ordered as conscientious objectors to do work for a private charitable organization should write to Hayden Covington, 124 Columbia Heights, Brooklyn 1, New York, and ask for Connecticut Opinion. Enclose a self-addressed envelope and return postage. Note that this does not apply to brothers ordered to do work for a state hospital.

YOUR SERVICE MEETING

Starting Bible Studies, Using "This Good New of the Kingdom"

Chairman (3 min.) Chairman reviews urgent need for more to feed sheep, as outlined in November "Informant." New instrument "This Good News of the Kingdom" provided by the Society is especially designed to feed sheep. Using this booklet properly will open up the way to start many more home Bible studies. Observe how theocratic companions use booklet in regular witnessing work and in making return calls.

SCENE I (5 min.) Theocratic companions give four-minute sermon and obtain "Watchtower" subscription. Householder is encouraged to read "The Watchtower" and also booklets, particularly "This Good News of the Kingdom", as arrangements are made to make a return call.

Chairman (2 min.) Planting done! First step toward aiding sheep accomplished! Watering work now needed, for sheep must be assisted and encouraged to absorb Bible truths. How can this be done? Note how theocratic companions use new booklet on return call.

SCENE II (10 min.) Theocratic companions deliver latest copy of "The Watchtower" and advise householder that subscription copies will soon be coming to him. Having in mind leading into a study of the booklet they channel back-call sermon on Kingdom theme, making points such as: 'Most people know of or have heard Christ's words, "This good news of the kingdom." What is the importance of the Kingdom, which is the basic theme of the Bible and for which we pray? Many people desire to know the Bible answer. The booklet "This Good News of the Kingdom" is especially printed to explain and outline what the Bible teaches on this all-important matter.' At their suggestion householder gets his copy so its value may be demonstrated. Theocratic companions then begin study of material in booklet with householder.

Chairman (2 min.) So a study is started. Do not try to cover entire booklet at one time. Subheadings and reaction of householder enable alert conductor to determine how much material to cover. After several studies (none exceeding one hour) study of the booklet is completed. What will the alert publisher now have in mind? Let us watch to see.

SCENE III (3 min.) Benefits of booklet study are briefly summarized and importance of gaining more Bible knowledge is discussed. "Let God Be True" is tactfully introduced and arrangements are made for future visits, to consider material in book as was done with booklet. Householder expresses appreciation and looks forward to future visits.

Chairman (2 min.) Booklet has served its purpose. Study is now to continue in "Let God Be True" or any other publication of the publisher's choice. Being familiar with contents of new booklet from considering it at the "Watchtower" study, let us wisely use this new provision in feeding the many other sheep.

Using the Magazine

Chairman (3 min.) The "Watchtower" campaign is under way. Realizing the value of this magazine, publishers desire to see it go into every home. What can we do to see this desire fulfilled? Be prepared and participate in the campaign. It has been found by many publishers that the magazine may be very effectively used to obtain new subscriptions by actually placing a copy of the magazine in the householder's hands after giving a sermon, thus enabling the householder to see for himself the magazine's contents.

SCENE I (10 min.) Demonstration opens with publisher giving complete sermon (six to seven minutes) which leads into "Watchtower" subscription offer. At completion of sermon publisher, who has two copies of same issue in hand, offers one to householder and invites him to see what "The Watchtower" contains. Publisher opens his copy to first page, saying: "As you open the magazine you will notice that on the inside cover is stated the purpose of the magazine. [Mention a point or two from it.] Then, in the very first article, information is given on ..... [very briefly describe its contents]. Next turn to page ..... [give number] and here you will find an excellent and timely discussion on ..... You will notice that starting on page ..... there are questions at the bottom of each page. [Explain that their purpose is to help the reader grasp quickly the Biblical points discussed and to understand better and glean gems of truth found in each paragraph.] Another article you will enjoy is this one on page ..... And now if you turn to the last inside page you will always find 'Questions from Readers.' This section supplies answers to Bible questions that you have no doubt wondered about yourself. These questions are written in by readers of 'The Watchtower' who wish the Bible's answer to their question. Now this is only one issue of the twenty-four different issues that you will receive, all for a contribution of $1 a year. 'The Watchtower' comes to you two times a month through the mail. Also, these three booklets, including 'This Good News of the Kingdom', are given free. I have a subscription blank right here and shall be glad to send in your subscription today."

Chairman (3 min.) Chairman stresses advantage and effectiveness of using the magazine being offered and placing it in the hands of the householder. Many people do not know what is contained in the pages of "The Watchtower." The above method is an excellent way to acquaint householders with the magazine's contents, and, of course, we want all persons of good will to become acquainted with the contents of "The Watchtower" and learn for themselves its real value.

Publications Now Available

Books

"Equipped for Every Good Work"
—Polish, Swedish

"Let God Be True" (Second Edition)
—French, Urdu

"This Means Everlasting Life"
—Norwegian

Booklets

After Armageddon–God's New World
—French, German, Hollandish, Japanese, Swedish, Ukrainian

Basis for Belief in a New World
—Chinese, Korean, Urdu

God's Way Is Love—Cibemba, Silozi

Preaching Together in Unity
—English

"This Good News of the Kingdom"
—English

Will Religion Meet the World Crisis?
—Ibanag

Working with the Circuit Servant

[1] The circuit servant's visit is something that all congregations look forward to with keen interest. And now that the training program has been instituted his visit becomes even more important to each publisher. Why? Because he will have an opportunity to give personal instruction to the more mature publishers, so they, in turn, can be of greater assistance to the others.—Rom. 15:1,2.

[2] Since the circuit servant's visit comes only twice a year all preliminary arrangements should be directed to the end of receiving the greatest possible benefit during the week's activity. Each day's activity is scheduled. Appointments to work with the publishers are made several weeks in advance in order that all available time set aside for training publishers in the field will be well spent. If one publisher fails to fulfill his appointment with the circuit servant, the time that could have been spent training someone in house-to-house preaching will be lost.

[3] Occasionally it is reported that some are hesitant in working with the circuit servant because they do not feel sure of themselves while talking in his presence. This is a natural reaction, just as a speaker has initial nervousness as he begins his public lecture. But this should never cause one to fail in fulfilling one's appointment.

[4] Confidently express yourselves in the presence of the circuit servant so that he will be able to observe your presentation of the good news and to offer constructive suggestions for improvement. Then observe his presentation. You will be surprised how much you learn and how quickly any timidity vanishes.

[5] Since the appointments for the circuit servant are made ahead of time by the congregation servant, arrange your affairs so that when the time comes for you to work with him you can enjoy this profitable period of training. Under his direction the circuit servant's wife will work with various publishers that attend contact points. With all cooperating much will be accomplished in "building up the holy ones for ministerial work."

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

November Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	310	144.4	56.1	6.9
Pioneers	5,319	91.3	30.7	4.1
Vac. Pios.	269	90.0	25.0	3.0
Cong. Pubs.	151,248	9.6	3.2	.5
Total Pubs.	157,146			

Public Meetings Held: 9,736
Bible studies are increasing!

Choosing Life Now to Keep Alive Forever

Spend More Time in the Field

1 Everlasting life is possible! Yet millions will die because they refuse to heed Jehovah's advice: "You must *choose life* in order that you may *keep alive*." (Deut. 30:19, *NW*) The choice of life must be made now, and then demonstrated by right action.

2 Who in the New World society has not been aided by the *Watchtower* magazine in choosing life? Not one! No wonder all of Jehovah's witnesses want to assist others to choose life by offering the *Watchtower* subscription and three booklets during February for a contribution of $1.

3 "How did I do in January?" is a question each publisher will want to ask himself. Also, "Were my sermons effective?" "Can I change my sermons to make them more productive?" Many sermons have been outlined in recent issues of the *Informant* and *The Watchtower*. Become thoroughly familiar with them and use some of them in your ministry. Prepare each sermon well, to aid good-will persons to see the necessity of choosing life now.

4 To aid others to choose life requires us to spend time preaching. How many hours do you spend each week in the ministry? Remember: Time spent in service brings results! More service time brings more experiences; more experiences make your ministry more productive; the more productive it is, the more persons you will aid to choose life.

5 Few people will choose life just because they have a magazine coming to them regularly. We must call back on everyone who shows interest. Call back equipped with a good ten- to fifteen-minute sermon, having in mind stimulating the householder's interest to the point where you can start a home Bible study, because it is through home Bible studies that people learn how to choose life now so they can live forever.

"Make Sure of All Things"

2nd Week:

Cross (*pages 83 to 86*)
Sister consults Bible study servant for assistance in lining up points that she can use to clear up the subject of the cross for persons of good will with whom a home Bible study has been conducted for several months.

4th Week:

Death (page 86 to Eph. 2:1 on page 88)
In house-to-house ministry an unhappy householder is contacted and relates sorrow over recent death of loved one and states that she is confused as to why "God took her loved one." Alert publisher comforts householder, using "Make Sure of All Things" to show: (1) God's loving provision for man to live forever, (2) how death resulted and who is responsible, (3) the condition of the dead, (4) the resurrection hope. Arrangements are made for return call to consider more about resurrection and other related material.

Have You Made Your Reservation?

January 1, 1955, means that only six and a half months remain before the Society's chartered steamships depart for the European assemblies. That departure will begin a full month of travel, convention joys and instruction and association with brothers in other lands. It will also begin a tremendous witness to the peoples in the lands where the convention delegates visit. It is gratifying to see brothers throughout the country responding to the invitation to attend the conventions abroad. You will be glad to know reservations on the chartered steamships are still available. Minimum fare is $260. If you are contemplating travel to Europe make your reservation *now*. If your congregation does not have a supply, write to EUROPEAN CONVENTIONS, 124 Columbia Heights, Brooklyn 1, New York, for a reservation form.

The Society is happy to answer any travel questions. Before writing, however, reread the general information letter sent to many congregations. Answers to many questions appear in this letter. Be sure to read the passport instructions carefully. When filling out reservation forms give the information requested and sign the forms in the spaces provided. All rates for round-trip ocean travel are shown on the reservation form; it is not necessary to remit amounts in excess to those shown. Information on rail trips in Europe will follow at a later date.

CONGREGATION ORGANIZATION

Getting Familiar with *Preaching Together in Unity*

1 Appreciating the need for all to work together orderly and in unity, the apostle Paul wrote on one occasion: "Let all things take place decently and by arrangement." (1 Cor. 14:40, *NW*) Unity and systematic arrangements are very essential if we are to accomplish our work of preaching the good news of the Kingdom efficiently and do our part in gathering the Lord's other sheep. The new booklet *Preaching Together in Unity* will help us to unify and organize our work with greater effectiveness. Each dedicated publisher should become thoroughly acquainted with its contents, so that he may apply the counsel contained therein to the full in his personal ministry.

2 After each appointed servant and study conductor has had a chance to read the new booklet the congregation servant should meet with them and discuss the institution and application of the new arrangements in the local congregation, and give counsel and suggestions. This should be within a week or ten days after receipt of the booklet by the congregation. The congregation servant has the responsibility to supervise properly the introduction of the arrangements and counsel contained in the booklet, so that the activities of the congregation are in harmony with the booklet and continue to operate smoothly.

3 Some time on the service meeting (ten to fifteen minutes) should be devoted to studying this booklet at least twice a month and oftener if this can be arranged. Discourses, questions and answers, discussions, etc., may be employed in handling the material. Try to cover eight to ten paragraphs at a time. The publishers should read over the material to be considered and then be sure to bring their copies of the booklet to the meetings. The congregation servant should advise the publishers when to bring their booklets.

4 Today the New World society is not only living together in unity; it is preaching together in unity. This is because all dedicated servants recognize that Jehovah is directing his organization and is having the preaching work accomplished according to his will. The most effective ways of reaching the people with the Kingdom message are employed. Counsel and instructions from his theocratic organization help us to work together and preach together in unity. We are, therefore, thankful for the counsel given by the Society in *Preaching Together in Unity* and shall follow it faithfully, so that we are most effective in our preaching work.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

FEBRUARY, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

Choosing Life Now to Keep Alive Forever

"How Are We Doing?"

Call Back on Each Subscriber

[1] The day of decision is here. Before all mankind living today is set the choice that Jehovah set before Israel: "I have put life and death before you, . . . and you must choose life in order that you may keep alive, you and your offspring." (Deut. 30:19, *NW*) Those who choose death now will stay dead forever. Those who choose life now may live forever.

[2] How do we help others choose life? By regularly preaching and offering *The Watchtower*, with its dynamic message of life, to all who will hear. Now, in 40 languages, 1,950,000 copies are being printed and read. Through their pages all kinds of men are given help in choosing life. The booklet *"Preach the Word"* is useful when you meet foreign-speaking persons. Show them the sermon it contains in their own language and then offer the subscription in that language.

[3] Thus far in the campaign just "How are we doing"? Does the Kingdom Hall subscription chart indicate good congregation progress? How are we doing at each service center? Are we discussing the best methods of obtaining subscriptions and then putting the suggestions into practice in the house-to-house work? How many subscriptions have you personally obtained? Our individual efforts are reflected in the answers to these questions.

[4] Attending meetings is the first requisite. Ideas we can use in presenting the magazines are there brought out. We must be there to take them in. Also, preparation at home is essential if we are to use the ideas we learn and deliver effective sermons. With such a foundation we shall be eager to engage regularly in the service to help others choose life now. The best results are attained by regular house-to-house publishers.

Make Return Visits

[5] After subscriptions are placed each of us is responsible to make back-calls on subscribers. Many reports are coming in of the good results obtained from using ten- to fifteen-minute back-call sermons. Prepare them well; then make those back-calls. If you need assistance in preparing sermons or making back-calls, the mature brothers will aid you. Theocratic companions will work together to prepare good house-to-house and back-call sermons. The training we receive includes making back-calls and starting home Bible studies as well as doing house-to-house work.

[6] While the *Watchtower* subscription is the offer for the month, the *Awake!* subscription may also be offered. Include *"This Good News of the Kingdom"* as one of the three booklets given with each new subscription. Try to start a study in it.

[7] With your decision made for life, help others now and in the coming months to choose life so that they too may live forever.

Attend Ministry School—a Divine Provision

Study of the Hebrew Scriptures Continues

[1] The first three books of the Bible thoroughly covered verse by verse in the course of one year! What a profitable study! What an insight into the wonderful purposes of Jehovah and his dealings with his people! Did you attend the school regularly and share in this detailed study during 1954? Surely all will want to join in this enlightening consideration of the Hebrew Scriptures as the next five books in Volume I of the *New World Translation of the Hebrew Scriptures* are reviewed.

School Changes

[2] With the elimination of comparisons after each reading assignment the student has more time for a good introduction and conclusion. Each reading should be prefaced by an appropriate introduction that establishes the setting and theme. A good conclusion should round out the assignment and further highlight the theme. Originality should be used in selecting a theme and in developing the comments before and after the reading. A theocratic principle, proverb, analogy, command by Jehovah, exhortation that is to the point—all these and other means can be used to develop introductions and conclusions. To read well requires much preparation. Practice in order to become very familiar with the material. There is no short cut to attaining this familiarity.

[3] Students preparing interpretative talks should avoid just relating what took place without giving the interpretative meaning of events, instructions, etc. The meaning of all details need not be given, but the interpretative meaning of the major points, as explained in the Society's publications, should be covered. Endeavor to select a theme that will embrace all the major points. This can be done if proper thought is given to the material, even though it may contain seemingly unrelated points.

[4] In the instruction talk the speaker should avoid getting on to unre-

(*Continued on page 2, col. 2*)

A Recommendation Worthy of Consideration

[1] A great deal has been said in the *Informant* relative to pioneering. Indeed, it is something worthy of consideration by each dedicated member of the New World society. Would you like to hear the recommendation of one who is actually overcoming obstacles and making adjustments in order to pioneer? Listen to this publisher of the good news who is approaching seventy years of age:

[2] "I started pioneering ten years ago. They have been ten happy, satisfying years. Yes, it meant hard work, careful planning, going without things that some might consider necessary to proper living. During these ten years I have seen many evidences of Jehovah's watchful care. I have never lacked for food or clothing or shelter. My physical wants have been well supplied and my spiritual blessings have been many. Surely if we trust his promises he will provide.

[3] "I hope many more publishers

(*Continued on page 3, col. 3*)

Around the World with Jehovah's Witnesses

Choosing Life Now

People as a whole do not realize it, but we are living in the last days of this old system of things. To survive its end and to live in God's new world, one must choose life now to live forever.

Persons who have made the wise choice are always alert and desirous of helping others. Upon hearing an official complain about the weather and catastrophes a brother witnessed to him with surprising results. Now a regular study is held and several persons are taking in knowledge that will enable them to choose life. (Austria, 92) Though our work in the Dominican Republic is banned, many are being helped to choose life as Kingdom publishers take advantage of opportunities to speak the truth. (135)

How powerful is the truth of God's Word? In Jamaica is a district known as "Iniquity Ridge." The name speaks for itself. What adjustments are persons there willing to make to choose life now? An example of what sincere persons are willing to do is found on page 188.

An individual's position or station in life, secular work or anything else should not be allowed to interfere with his choosing now to live forever. The man and his wife in Mauritius (252) who quit their job at the church are far ahead, and, to be sure, our faithful sister and her daughter in Korea (193) are setting an excellent example manifesting to all their decision to live now for the new world.

Seeing "The New World Society in Action" Part II

Are people of good will and strangers favorably impressed on seeing "The New World Society in Action"? You will enjoy reading various accounts of their reactions in the 1955 "Yearbook."

Out of curiosity a man with relatives in the truth saw the film. What now? He wants to become one of Jehovah's witnesses. (71) This is not an isolated case, as you can see from Argentina. (84) And that many people want to know more about the activity of Jehovah's witnesses after seeing the film, note results in Brazil. (101)

Good-will persons are able to see the film, not only in large cities and at circuit assemblies, but also in remote sections. Thus the film is being shown wherever possible. It is interesting to read what resulted in two small towns in Panama where the film was shown. (231, 232)

Before use in Aruba, N.W.I., the film had to be shown before a censor board that included a Catholic priest and a Dutch Reformed minister. Not only was it approved, but the minister requested it be shown at his church. In addition to its being shown to publisher groups many clubs and organizations are requesting that it be shown for them. (212, 213)

While handbills may now be used, three missionaries and two special pioneers in Haiti used a unique advertising arrangement that resulted in 1,200 persons' assembling for the showing. (170) May the film continue to result in special blessings for Jehovah's servants and men of good will.

Publications Now Available

"Let God Be True" (Second Edition) —Spanish

"This Means Everlasting Life" —Ilocano

Basis for Belief in a New World —German, Spanish

Presenting THE GOOD NEWS

To the "I'm Not Interested" Class

1 Have you experienced being dismissed by a householder with "I'm not interested" before he was fully able to understand the nature of your visit? It may have been his routine method of meeting and "getting rid of" door-to-door canvassers or a quick way to dismiss you because the preaching work had been misrepresented to him. In either event the minister should make an effort to break through this outer shell so that a witness can be given. Some fine suggestions as to how you might overcome this objection once it is stated are found in Lesson 50 of *Theocratic Aid to Kingdom Publishers.* The use of such suggestions is not a case of refusing to take "No" for an answer and stubbornly holding ground. Following such a course would not be in good taste and proper decorum.

2 Is there a way for Kingdom publishers to be certain that the householder is not answering before he knows what the visit is about? One might try meeting the objection before the householder raises it. For example, if you frequently encounter the "I'm not interested" objection, you might try a sermon like this:

3 "Good morning. My name is ——. Undoubtedly you realize that world conditions are turning from bad to worse. Many people say 'I'm not interested,' but, really, none can remain oblivious or say that he is not interested in world woes, for all mankind are affected directly or indirectly. Though many people may show lack of concern, indifference or even take these things for granted, it is not a part of sound wisdom to ignore events that directly bear on the future destiny and safety of mankind. The entire human race is faced with trouble, perplexity and distress. This is not just a matter-of-fact occurrence. No! The Bible shows that these physical evidences conclusively prove that we are living in the time of the end. Mark 13:7 and 8 says: [read]. Jesus stated that all these evidences would occur during the generation of those living at the establishment of God's kingdom. [Mark 13:30, 31] Some blame God for these happenings and that is exactly what the Devil wants people to do. [Summarize 2 Corinthians 4:4.] However, at Revelation 12:7 to 9, Satan is labeled as the guilty culprit causing world woes. [Read texts.] Knowing our common enemy, it is, therefore, proper and fitting for us to put on the right type of fighting equipment. The apostle Paul recognized this important factor and wrote for our benefit at Ephesians 6:10 to 13: [read]." Then tie in the offer, showing how it helps one to understand and cope with things happening today.

4 The presentation of the Kingdom message is a serious matter, involving life and death. This is reason enough for the servant of God to take the necessary initiative in overcoming objections and excuses automatically raised by the householders, or those that they might have in mind.

Attend Ministry School... (*Cont'd*) lated material when the surrounding wording in a text in which a chain word is found does not lend itself to the theme of his talk. The theme, based on the chain word, should be highlighted. Good coherence will be attained by properly bridging together the various texts used in developing the talk. All students should refer to *Theocratic Aid to Kingdom Publishers* often for improvement in speech and composition.

5 The theocratic ministry school plays a definite part in educating Jehovah's people for life. Cultivate the good habit of regularly attending and sharing in the week-by-week consideration of Jehovah's Word. With only 61 per cent of the total publishers in the United States attending the school regularly, it can be seen that many more should be attending. Come every week and help others to attend with you. Remember, more and more our ministry is being challenged and the only way we can give full proof of our ministry is by actually demonstrating that we are ministers in word and deed. The ministry school will aid all publishers to prepare for and fulfill their ministerial responsibilities.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

December Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	313	144.4	55.9	6.9
Pioneers	5,236	91.1	29.9	4.1
Vac. Pios.	266	87.7	22.3	2.8
Cong. Pubs.	157,222	9.2	3.0	.5
Total Pubs.	163,037			

Public Meetings Held: 9,609
Bible Studies Now: 99,277

YOUR SERVICE MEETING

How "The Watchtower" May Be Used

SCENE I (3 min.) Conductor opens with a short talk on being explicit in our sermons in the house-to-house work. Specific words are more forceful than general ones. Opening the Bible and reading a text to the householder is more convincing than merely saying the Bible says so and so. With the magazine, too, some specific point of reference is more persuasive as to its value than are vague generalities.

SCENE II (10 min.) At the service center before assembly for field service several brothers discuss talking points on the current issue of "The Watchtower" to use in service. The discussion should be lively and spontaneous, but it should be gauged so the audience can follow in their copies of the magazine and get the full value of the discussion. (A week before this demonstration the congregation servant should encourage all to bring the latest issue of "The Watchtower" for this service meeting.)

First go through the magazine, pointing out the outstanding features that are in every issue: the significance of the titles on the cover, the many fine statements in "The Purpose of 'The Watchtower,'" the list of Bible versions used, the circulation number, the languages in which "The Watchtower" is printed, the study arrangement for the main article, "Questions from Readers," "Check Your Memory," etc. One in the group will point out that he finds it advantageous to tie in with his sermon a definite statement or article in the current issue. Then after he has shown the magazine to be a source of further information on matters of truth in which the householder is already interested, he presents the offer. Give an example of this, using the current issue. Then others in the group will follow through, enthusiastically pointing out other articles and specific statements or scriptures in that issue that can effectively be used in house-to-house presentation. With each item a suggestion should be given as to a theme with which it would be appropriate Those in the group express appreciation for discussion, feeling better equipped for the day's service.

SCENE III (4 min.) In conclusion conductor emphasizes the need of knowing the contents of the current issue in order to present it effectively. He shows that it is wise to give the householder a reason for wanting the subscription by pointing out life-giving information in the journal before the offer is actually presented.

Calling Back on "Watchtower" Subscribers

Chairman (2 min.) The seventeenth annual "Watchtower" campaign is on All publishers want to spend as much time as possible in house-to-house witnessing, obtaining subscriptions. But after obtaining subscriptions we must not neglect calling back, else the following might result.

SCENE I (6 min.) Persons representing issues of "The Watchtower," talking to servant, show what happened to them when they were delivered by mailman. One (recent issue) speaks of coming to a house and being laid in a desk drawer. He tells things he contains and what he could have done for subscriber if publisher had called back and helped him. The second "Watchtower" says he will illustrate what happened to him. Scene follows in which subscriber picks up newly received magazine and reads some of it, but does not understand much of what he reads. The man is an individual who is 'sighing and crying.' As the scene ends "Watchtower" tells servant how he wanted so badly to scream out and help the person, but no publisher called to assist "Watchtower" in doing this.

SCENE II (3 min.) Servant sees publisher who placed subscriptions and tells him about the bad situation and the danger of losing much of his house-to-house effort in placing subscriptions if return calls are not made. Publisher is afraid it is already too late to help, but servant says, "Let's go to see," offering to show publisher how effective it is to give a sermon based on an article in current "Watchtower."

SCENE III (3 min.) At the first home indifferent subscriber, who is really busy at the moment, is briefly shown the value of reading "The Watchtower" coming to his home. He promises to pay more attention to the magazine.

SCENE IV (12 min.) At the second home servant uses ten- to fifteen-minute sermon he has prepared on an article in the current magazine. He points out that the purpose of the call is to render a free service in connection with "The Watchtower" to demonstrate its proper usefulness, and explains that "The Watchtower" attempts to get people to look at things from God's point of view, with a new world in prospect and a complete change near at hand. Subscriber's attention is directed to information in an article. He is amazed at the clarity of thought and the ease with which he can grasp the material the magazine contains, with a little help. On learning the subscriber has not read the booklet "This Good News of the Kingdom", servant explains it is a "Watchtower" article now in booklet form for the help of persons wishing to know basic truths regarding the Kingdom. Subscriber's attention is directed to a couple of specific points in the booklet, which are briefly considered, and then arrangements are made to discuss additional points on next call.

Chairman (3 min.) Publishers are encouraged to follow up on subscriptions. Subscribers need assistance to have attention directed toward the new world. Publishers must do their part by making return calls.

"Make Sure of All Things"

2nd Week:

Death (pages 88 to 90)
Publisher returns prepared to continue discussion on: (1) dead await resurrection, (2) death due to Adam will be done away with, (3) what second death is and who incur it, (4) Christ's part in resurrection and the blessings of endless life in store for all the righteous. Publisher then tactfully leads householder into study of "Let God Be True" or other publication placed.

4th Week:

Dedication (page 91 to Neh. 12: 27 on page 94)
Discussion between publisher and person of good will who has progressed to point of wanting to dedicate his life to Jehovah. Points covered: definition of dedication, preliminaries to dedication, how it is symbolized, examples of dedication, how it must be faithfully carried out in all features of true worship.

Can You Travel to Europe in 1955?

February will find many brothers counting the cost of the European convention trip in July and August. Many have been surprised to find how cheaply the trip can be made when compared with prevailing rates by regular transportation services. Everything possible is being done to cut expenses and yet provide a suitable trip. Chartered ships not only have very low rates (from $260 to $350 round trip, all meals included), but there is a choice of return dates. For those unable to remain in Europe until late August there will be a sailing from Bremerhaven, Germany, August 16, arriving Quebec City about August 25. This allows three full weeks in Europe, to attend assemblies in London, Paris or Rome, and Nuremberg. Space is still available on the ships and it is hoped that those who can will take advantage of the arrangements for the trip abroad. If you do not have your space application, write for one now. Additionally, reduced fares for special rail trips between assembly cities will be available, with many low-cost combinations possible (more information later). For room and board expenses it is advisable to figure a minimum of $5 to $6 per day.

Many are using the 30 per cent deposit arrangement on transportation, with full payment by March 1. When sending money to the Society clearly state whether it is an initial deposit or an additional payment on a reservation for which deposit has already been sent. It is permissible to submit reservation requests even though passport numbers are not yet available. When passports are received, send the passport numbers to the Society. This matter should always be covered in a separate letter for convenience in handling in the office.

A Recommendation . . . *(Cont'd)*

will realize the great privilege it is to be a full-time worker in Jehovah's service. As the years increase my age I may have to slow down a bit, be a little less energetic because of lack of strength, but may the loving heavenly Father increase my zeal for his service and keep me giving all my time and strength to his joyous Kingdom preaching."

[4] Full-time service for all who possibly can so serve is recommended in the Bible, by the "faithful and discreet slave" and by those who are in this joyous service. Why not seriously consider your position again? If you can possibly make room for the pioneer service you cannot afford to be anywhere but in this field of theocratic activity.

Acting as a Right Kind of Minister

Prepare for New Publisher Peak!

1 A minister of Jehovah must take his ministry seriously. Acting as a right kind of minister brings life. Failure to do so results in death! Knowing that faith without works is dead, the right kind of ministers diligently study the Bible and then enthusiastically display a willingness to act as God's ministers by teaching others Bible truths and, as such persons progress, training them to serve Jehovah.—1 Tim. 4:6, *NW*.

2 Taking the initiative to assist honest-hearted persons, during March the right kind of ministers will continue presenting *The Watchtower* with three booklets for $1. The seventeenth *Watchtower* campaign is almost half over. How are we doing? Do all publishers average one or more new subscriptions and pioneers at least eight? Having well-prepared three- to eight-minute sermons and then using them regularly in house-to-house work produce results. Are you going out regularly? As often as possible?

3 Year after year Jehovah's people look to the months of March and April as peak publisher months. To meet the 20 per cent peak in April much must be done during March. It is suggested that a servants' meeting be held the first part of March to discuss local arrangements for making March and April peak publisher months. Since most efficient service is made possible through service centers, organize work from these centers, letting each group have 100 per cent as its goal.

4 But even more is required for our 20 per cent peak—new publishers! How long have you been conducting your home Bible study? Thus far you have helped the persons with whom you study to take in accurate knowledge. Now help them to share in Jehovah's strange and enjoyable work by acting as the right kind of ministers.

"Holiday" Witnessing Results

In response to the Society's suggestion that each congregation organize special group witnessing activity during the recent worldly "holiday," hundreds of congregations made special group witnessing arrangements. It is a pleasure to report that publishers supported the arrangements very well and that the many letters received from congregations make most favorable comments on "holiday" witnessing.

Without exception the letters state that publishers were well received by householders and that placements and good experiences exceeded those on average witnessing days by far. Letters show that more magazines were placed Christmas Day than any single Magazine Day to date. In fact most groups ran out of magazines before completing all the service they wished, as did the thirty publishers in Georgia who placed 681 magazines before exhausting their supply. No, not all areas had such high placements, but the results everywhere were above average.

A pioneer sister who had refrained from going in service Christmas Day for thirty years states she was moved to do so this year by the *Informant* suggestion. What happened? She placed 53 magazines in less than two hours, more than she had ever placed before in one day! Space does not permit more of the excellent results to be reported, but, to be sure, publishers who participated in "holiday" activity, along with many others, will be looking forward to special group witnessing on all future "holidays."

CONGREGATION ORGANIZATION

Back-Calls

1 On placing literature with an interested person or having a good discussion with one manifesting sheeplike qualities, a publisher leaves the door with a happy feeling. He has been privileged to tell another and assist him to know about Jehovah God and his glorious purposes. The publisher has reason to rejoice, and he should! But should his happiness and his responsibility end with the first call? Has the interested one been assisted sufficiently to care for himself? All Kingdom publishers know the answer to be NO! Back-calls must be made if the interest is to be developed, a home Bible study started and the sheeplike one tenderly assisted to choose life.

2 Back-call service is a real joy! Already you are acquainted with the householder and know to some extent in what he is interested. Likewise, the householder is acquainted with you to some extent and, as mentioned on your first call, will be looking forward to your return visit. He should not be disappointed. By your making return calls persons really interested in the Bible, the ones Jehovah's witnesses are concerned about, will readily be discerned.

3 The purpose of a back-call is to give an additional witness, having in mind the starting of a home Bible study. Sometimes a study can be started on the first call, while other times several calls are necessary. What is the best way to make back-calls? Publishers who are using ten- to fifteen-minute sermons report excellent results. One publisher reports starting three studies out of five calls made using the suggested back-call sermon in the November *Informant*. Be sure to attend the service meeting when the back-call sermon demonstration in this *Informant* is put on. You will conclude that there is no doubt that preparation is the key to successful back-calls.

4 Theocratic companions in the training program should prepare for and make back-calls together. Such calls may be made following the two or more hours spent in regular house-to-house service on Sunday morning, on the back-call night set aside by the service center or at other times convenient for the two publishers. In making a call both may count witnessing time, but, of course, only one will report the back-call. For one to report a back-call he must say something to contribute to the call. Those being trained may start out by reading a few scriptures when called for, and, gradually improving, they will be able to make calls alone.

5 The Bible study servant in a congregation that has sufficient brothers to care for servant duties to allow him, as well as the congregation servant, to visit service centers will have in mind assisting service-center groups to increase their back-call and home Bible study service. He will work with as many publishers as he can, giving helpful suggestions and being of assistance to theocratic companions in planning and making back-calls. Congregation book study conductors will set the proper example by taking the lead regularly in back-call service and helping those in their groups in need of assistance.

6 As set forth in our new slogan at the bottom of this page, we are interested in making more back-calls and developing more home Bible studies. Let each publisher assume his responsibility before Jehovah and be diligent, not only in finding the sheep by regularly engaging in house-to-house service, but in feeding them as well, through the back-call and Bible study service.

★ Add to Your Regular House-to-House Preaching Back Call and Bible Study Service ★

INFORMANT

MARCH, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

ALL OF US TO BE READY TO GO APRIL 3

New Booklet to Be Released in Ten Languages World-wide

Millions of Copies Already Shipped to the Ends of the Earth

February 10, 1955

My dear Brothers Everywhere,

Jehovah's rich blessing is continually being poured out upon his people, and for this we rejoice. All of us are grateful that we have come to know him and his Son and that he has qualified us to be his ministers and to engage in his kingdom service. Our zeal makes us want to do more in true worship in these days of evil tidings.

For the past month the Society has been printing a new booklet, and by Jehovah's undeserved kindness we hope to have over ten million copies of it ready for distribution beginning April 3, 1955, not only in English, but in nine other languages. First I should like to say that the message in this booklet is of vital importance and if possible should be placed in every home for the people to read.

The world-wide distribution of this new booklet will be started off with a public talk on Sunday, April 3, and every one of us and our people of good will should be in attendance to hear this important lecture. Immediately after the lecture a copy of the new booklet will be given free to each one present to read and study. In addition, after the meeting there will be packages of 20 booklets available for everyone wanting to distribute these new booklets from door to door. You can get a package of 20 booklets for only 10 cents. Later in the month you can get more booklets, because it is our hope that every publisher will place on the average of one booklet a day, or at least 30 booklets for the month of April.

This is a very important campaign and is one of the biggest the Society has ever arranged for, and if all the publishers will get out into the field and will take those newly interested ones along with them we should have the most wonderful month of witnessing ever experienced on this earth. Remember, the Thursday following is the Memorial of Christ's death, so let us all be in the field, worshiping Jehovah before and after that date, and help others to do the same. A new peak in publishers is surely in sight world-wide for April, 1955.

Here is what we pray will happen, if Jehovah wills, on Sunday, April 3: Thousands of public talks, one in every congregation, and all of us present to hear "Christendom or Christianity—Which One Is 'the Light of the World'?" Not only in English-speaking congregations but in many other languages all over the world arrangements will have been made for advertising the same public talk. It will be a world-wide proclamation. Share in it by advertising it and being there with other "sheep."

Then the new booklet! No, the *Watchtower* campaign does not end. We go right ahead with it, but at every home we place this new booklet for a contribution of 5 cents or even for a penny. If the householders promise to read it and say we may call back, we could even give it to them free. Jehovah loves the poor and needy; so do we. Let us get right at the distribution work by getting our 20 booklets in the hands of the public, and by the next week end, right after the Memorial celebration, we should have disposed of most of our small supply. Talk to 20 people that Memorial week, show them some of the questions answered, and your 20 booklets will be gone. You will need more booklets before the month is over.

In the United States we are prepared to distribute five million copies in April. If we do not get them all out in that one month we shall use the first 15 days in May to work with this booklet alone, nothing else, so that each publisher can place his 30 copies. What a witness will be given to Jehovah's name and how it will comfort those sighing and crying for the truth!

April is a month away. Let all of us be ready to do what our congregation servant tells us to do on April 3. Please be at that public meeting and then be a publisher in April. May Jehovah's blessing be on this world-wide witness as his servants go forward, not afraid of evil tidings, but with hearts fixed, trusting in Jehovah.

With joy I send warm love to all of you from the day and night workers of Brooklyn Bethel and all the branch offices that are arranging to supply your needs.

By Jehovah's undeserved kindness I am your brother in Christ Jesus,

N. H. Knorr

Presenting THE GOOD NEWS

With the New Booklet

[1] "OUTSTANDING!" you will say as soon as you read the new booklet to be released April 3. You will want to talk about it, telling everyone that here is something extraordinarily special. It is forceful, concise and practical. Its thoughts are fast moving and clear. Questions are answered logically and in such an orderly manner that it will appeal to all kinds of persons, no matter what beliefs they may hold. All should have a copy. It is up to us to see that they do!

[2] When shall we present the booklet? At every opportunity. We shall offer it to our friends, merchants and neighbors in our day-to-day contact with them. In the *Watchtower* campaign we shall offer the booklet as part of the three-booklet gift to new subscribers and to those who do not take the subscription, in field service before the congregation book study and on Magazine Day by giving a free booklet with the magazines. What shall we say? The following suggestions may be used word for word very effectively. Note that they are brief and pointed, just 15 to 30 seconds.

[3] When you obtain a subscription you may tell the subscriber: "We are giving these three booklets free with the subscription. These two deal with subjects you will enjoy, but I should like to draw your attention especially to the revealing message in this one. Its striking title alone arouses a desire to read it, and when you do, it will capture your interest from the first page to the last. Ten million copies of this booklet are being distributed world-wide during April. I suggest you give it your immediate attention."

[4] To those who do not take the subscription you may say: "Though you do not feel you can obtain the subscription, I do not want you to miss this excellent booklet. It is extremely thought stimulating. For instance, have you ever considered what it was that caused the 'dark ages'? On pages 7 and 8 the booklet tells you. [Thumb through the booklet.] Here, look at these questions. They are all answered from the Bible. You may have this booklet for a contribution of only 5c or even a penny. It is yours."

[5] In the evening before the congregation book study we shall present just the booklet. Many new publishers will work with only the booklet even at other times. What we want to do is cover territory, place booklets, and let the booklet do the talking after we are gone. Publishers may memorize and say the following: "Good evening. Here is a copy of the booklet [state title] that was printed for you. For many centuries Christendom has dominated this world and now the world's fate is bound up with that of Christendom. Just what is the outcome going to be? I am sure you would enjoy reading this booklet, and if you wish to contribute 5c or a few pennies we shall be able to print more for a wider distribution."

[6] This presentation can be used when working with the booklet alone. Our comments should be brief, so that we place the booklets and keep going. This special booklet work can be continued through the first two weeks in May, so we can cover more territory. This special six-week distribution should be outstanding!

Around the World with Jehovah's Witnesses

The Right Kind of Ministers

Do the right kind of ministers minister only when conditions are favorable? Do they become easily discouraged, slow down or stop when pressure is brought to bear on them? Most assuredly not, as shown by reports in the 1955 "Yearbook."

Eire, a strongly Catholic-dominated country, has been a very difficult place in which to minister. Did Kingdom publishers give up or slow down because of opposition? Not at all! They continued to preach tactfully, and splendid progress has been made. Publishers are now able to give three- to eight-minute sermons and work territory that was almost impossible to work a few years ago. Brothers, are you persistently working your Catholic territory as are those in Eire? (109, 110)

The right kind of ministers in Cameroun did not give up in doing what is right, either. Religious opposition there has now ceased and continual good work on the part of publishers there has resulted in as many as 4,000 attending a public talk. (221)

Wherever a right kind of minister might be located he will minister to others. Yes, even though he is alone, as was a brother at a sanatorium in Cyprus. But the right kind of ministers are not alone long, for through their ministry Jehovah gathers the other sheep. There is now a congregation of eight publishers there. (128)

The effectiveness and zeal of the right kind of ministers are so well known in parts of the Gold Coast that five "Reverends" decided it would be useless to stay in a territory being worked by a special pioneer. (159)

Acting as a Right Kind of Minister

New Subscriptions Literally Pouring In

Start Home Bible Studies

[1] Actions speak louder than words. And, while the Devil's organization is filled with many talkers, Jehovah's organization is filled with workers. Though they too do much talking, it is their acting that speaks loudest, proving that they are the right kind of ministers.—1 Tim. 4:6, *NW*.

[2] By the tens of thousands new subscriptions are pouring into the Brooklyn office from congregations throughout the country. Proper talking and acting as the right kind of ministers from house to house with the use of three- to eight-minute sermons are effective indeed! Just "How are we doing"? During January 95,577 new subscriptions were obtained in the United States. How many new subscriptions have you obtained? How are you doing? Look at the congregation chart. Did you average at least one subscription a publisher for the first two months?

[3] While continuing the good house-to-house activity, offering the *Watchtower* subscription, remember to make return calls and try to start home Bible studies. Many are starting studies in "*This Good News of the Kingdom*". Have you tried to do so?

[4] By continuing to let our actions speak for themselves during March and the months ahead, it will be our privilege to gather and assist men of good will. That is the blessed reward of being a right kind of minister.

At every opportunity, whether early or late, the right kind of ministers talk of Jehovah's glory. Brothers in Taiwan start as early as 2 a.m. Preaching from early morning till late evening has enabled them to enjoy a 53 per cent increase in publishers over last year. (192) Surely the right kind of ministers receive Jehovah's blessing.

Legal Notice

Brothers who have had a hearing before a Department of Justice hearing officer since June 18, 1952, and thereafter received an unsatisfactory classification from the appeal board, may write to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, to request the "February Memorandum." Enclose a self-addressed envelope and return postage.

YOUR SERVICE MEETING

(For Special Service Meeting Night)
Invite Others to Give Witness

Chairman (2 min.) Stress following points: Publishers should share fully in distribution of new booklet, and should encourage and assist other publishers to have part in April's great witness. Every publisher, as well as new ones, should preach in April, contributing toward 20 per cent increase. Each congregation book study conductor will diligently help all with his study group who do not report by April 10, as follows:

SCENE I (4 min.) Assistant congregation servant gives study conductor list of those not reporting by April 10 and offers suggestions for giving definite assistance. Conductor then calls on publisher listed and enthusiastically talks of new booklet campaign and invites him to share. Definite arrangements are made to distribute booklets together from service center before book study.

Chairman (2 min.) Emphasize need for conductors to make these arrangements and then follow through, and, also, for mature publishers called upon by study conductor for assistance to give good co-operation. Then discuss need for new publishers, in order to reach 20 per cent increase. How can many with whom Bible studies are being conducted be assisted to start preaching? All should be invited to public meeting April 3 and Memorial celebration, April 7. Some may hesitate to take booklets at these meetings or will be unable to attend. Here is how they can be helped to share in preaching for the purpose of a witness.

SCENE II (8 min.) Publisher conducting study calls on good-will person who did not attend talk and relates high points of public talk and tells of exciting release of new booklet. Good-will person expresses sorrow that he could not attend. Publisher shows him booklet (use "This Good News of the Kingdom"), tells of world-wide distribution it is receiving and wonderful opportunity all have to share in it. He invites good-will person to "come with me" any convenient time, before book study, on Magazine Day or for regular witnessing. Good-will person gladly responds. Definite time and date are arranged. Publisher next offers good-will person some booklets ("This Good News of the Kingdom") for distribution to friends, relatives, visitors, etc. "How can I present them?" he asks. While publisher explains the simplicity of placing them, milkman knocks on door. Publisher suggests that good-will person care for business with him and then publisher will offer booklet, which is agreed upon. After business is cared for publisher, using one of "Good News" presentations, places booklet with milkman, who is happy to obtain a copy and contributes. After this, good-will person expresses confidence that he too can place booklets.

Chairman (2 min.) Conclude with following counsel: All should aid and assist newly interested persons to publish whenever possible during April, for congregation to make 20 per cent increase and enjoy full share in booklet distribution. On placing booklets with newly interested ones and taking them in service, publisher has responsibility to see they are invited to report preaching time, if they desire to do so and understand purpose of ministerial work in which they have engaged. The important thing now is to encourage newly interested ones as well as publishers in need of assistance to share in the great booklet campaign.

"Make Sure of All Things"

2nd Week:

Dedication (pages 94 to 97)
Discourse: Definition of consecration: how God consecrates; to whom it applies and how such individuals are brought into new covenant. Explanation of what sanctification is and how it is achieved. (For additional information see "The Watchtower," issue of May 15, 1954.)

4th Week:

Devil and Demons (page 97 to 2 Thess. 2: 9, 10 on page 99)
Householder invites publisher in, asking 'if he can tell where the Devil came from and why he is so powerful.' Publisher uses "Make Sure of All Things" material step by step to answer question. After covering importance of being aware of Satan's snares, publisher arranges for another call to continue discussion.

A Nationwide Public Meeting

Attend Booklet Release April 3

[1] This tremendous booklet campaign announced by Brother Knorr is world-wide in scope and will spring into action on April 3 with a special public meeting, the subject being "Christendom or Christianity —Which One Is 'the Light of the World'?" After the talk the name of the new booklet will be announced and the booklet will be released for distribution. All present will be invited to obtain a supply of booklets for immediate distribution. Be sure to stay for the *Watchtower* study also, for upon its conclusion there will be a brief, pointed talk on the use of the booklet and appropriate demonstrations. Congregations served by circuit servants during this week will follow this same arrangement.

[2] And what about congregations attending circuit assemblies? District servants will give the special talk and thereafter announce the name of the new booklet. Put forth a special effort to bring as many good-will persons as possible to the circuit assembly, emphasizing the importance of being present. Those congregations attending assemblies can use the public talk in their cities on Sunday, April 10, if they wish, as we should like it advertised in every town where there is a congregation of Jehovah's witnesses.

[3] This public talk should be widely advertised throughout your territory by use of the handbills specially prepared by the Society. Tell all persons of good will about this public meeting. Invite them to come, stressing the importance of their attending, and encourage them to tell others about it. Handbills can be supplied to them for use in inviting others.

[4] Congregation servants will be sure to see that the news release supplied to them by the Society to cover the activities of April 3 is taken to as many newspapers in the area as possible. With each one advertising and attending the talk, there should be a peak public meeting attendance on April 3 at every congregation. What a thrill is in store for all who attend! Attend yourself, Kingdom publisher, and aid as many as possible to attend with you.

Supply of New Booklets

[5] A supply of the new booklets will be sent on consignment to each congregation. Pioneers working with congregations will receive their supply through the congregation. Isolated publishers and regular and special pioneers in unassigned territory are to submit a cash order for this booklet right away. The price of the booklet for special distribution during April will be ½c a copy for publishers and pioneers alike.

New Peak in Publishers

[6] Publishers will want not only to share in the distribution of this grand booklet, but they will want to help others to do so. Undoubtedly many thousands of good-will persons with whom home Bible studies are being conducted will be privileged to have their first part in the preaching work during April—if we make arrangements to help them. And that we want to do, for preaching is vital if one is to have life in God's new world.

[7] The new booklet opens a grand avenue for us to invite and assist newly interested persons and thousands with whom Bible studies have been conducted for a length of time to start having a share in Kingdom service during April. And just how are we to do this? Be sure to attend the special service meeting the last of March or the first of April to see how you can share. Undoubtedly this arrangement will assist each congregation to reach its 20 per cent increase in order to report for April "We Made It!" With this new booklet and short testimony anyone who wants to say "Come" can do witness work. Let all publishers who have done any house-to-house work go out alone or in groups and cover much territory with this important message contained in this new booklet. Be a minister of Jehovah's kingdom.

Preaching for the Purpose of a Witness

April to Be the Greatest Month Yet

Prepare Now to Share Then

[1] Undoubtedly April, 1955, will be the greatest month yet for theocratic activity. It may well be an outstanding, never-to-be-forgotten month for the New World society and one that will make a deep and lasting impression upon the old system of things, which is on its way out. The Society's counsel and advice for all publishers now is simply: Prepare now and share whole-souled in all of April's activities.

Memorial

[2] The special public meeting April 3 starts our April activity, but more important, each one will gather to observe the Memorial of Christ's death at the local Kingdom Hall sometime after 6 p.m. on Thursday, April 7. Appreciating that this is the one celebration all Christians are commanded to keep, none of Jehovah's witnesses will miss it or be elsewhere. Also, each congregation will make more than the usual effort to invite and assist good-will persons to attend this meeting and the public talk, April 10. Congregation servants will please mail the enclosed Memorial Report card right after the public talk on April 10.

[3] Many strangers will be at Kingdom Hall for the first time Memorial night. Have the hall open at least a half hour before meeting time and see that it is neat and clean. All publishers should be warm and friendly, speaking freely to all who assemble. Let people of good will know they are welcome to assemble with you.

[4] At the conclusion of the Memorial talk, the speaker will encourage all in attendance to obtain a supply of the new booklet and to join in week-end field service, which each congregation will arrange as follows.

Memorial Week End

[5] Arrange for morning and afternoon service from the Kingdom Hall or another convenient location on Friday. The *Watchtower* subscription offer will be presented, with the new booklet being used, of course. Saturday will be Magazine Day. Every publisher will want to take part in the morning and/or afternoon house-to-house service. So-called "Easter Sunday" will see all publishers engaging in house-to-house preaching with the subscription offer. After such splendid evidences of Jehovah's blessing upon "holiday" witnessing in November and December, what publisher will hesitate to preach? Surely none! Take newly interested ones with you in the service this special week end and also at other times. Remember we are . . .

. . . Working for a 20 Per Cent Peak

[6] Can and will we make it? Yes! if each publisher does his part. On totaling the December report the Society was pleased to see that 1,064 congregations in the U.S.A. reported "We Made It!" for a 10 per cent increase. The U.S.A. report showed a 5.9 per cent increase over last year's average of 153,969. It was the best December report on record.

[7] But, you might say, if we did not make the 10 per cent increase in December, how can we make 20 per cent in April? Here is how and why. During April all 184,000 publishers who have a card in the congregation files will be encouraged and specially helped to share in April's witness. Publishers who have not reported by April 10 will be assisted in accord with "Your Service Meeting."

[8] So there alone is the potential of approximately 184,000 publishers. And how many do we need for the 20 per cent increase? We need 184,763! See the importance of each publisher's being active in April?

[9] And where will additional publishers come from? Why, from among the thousands of persons of good will in over 104,000 different homes where Bible studies are being conducted! Many of them will want to enjoy working with you in field service in response to your invitation. *Help them to preach.* And thousands, yes, many thousands will want to start preaching by sharing in the distribution of the new booklet. Lovingly, then, take the initiative and help persons with whom you are studying to become Jehovah's worshipers.

[10] Then, considering the question again, with each one doing his part, and with Jehovah's blessing, is there not every reason to be confident that our 20 per cent goal can and will be reached? We look to all of you to give us the answer.

European Rail Trips and Rooming

A number of economical special-train rail trips have been arranged for transporting delegates between the various European assemblies. Also, rooming committees have been established in assembly cities and Room Request forms are available. Details and prices will automatically be mailed to all who have submitted their reservation requests to the Society for transatlantic transportation. No doubt there are others making their own arrangements for transatlantic travel who will be interested in traveling with the brothers on the rail trips or who may want convention rooming assignments. We urge such persons to request rail-trip information and/or Room Request forms by writing to EUROPEAN CONVENTIONS, 124 Columbia Heights, Brooklyn 1, New York.

By March 1 all who have made deposits on air and sea travel to Europe should have remitted in full. When remitting give date of first deposit, how it was made (whether by check, money order, etc.) and name and address of remitter.

While no further steamship *deposits* will be accepted, if some can remit *full* fare after March 1, such additional requests will be accepted, provided that space is available.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

January Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	297	147.5	57.4	7.7
Pioneers	5,240	92.8	32.2	4.4
Vac. Pios.	225	85.5	22.3	2.6
Cong. Pubs.	154,245	9.8	3.4	.5
Total Pubs.	160,007			

Public Meetings Held: 10,854
Bible Studies Now: 104,404

ATTEND SPECIAL SERVICE MEETING

The Society has outlined the special service meeting below. Congregations being served by the circuit servant will have this service program March 29, while other congregations will have it the night of their regular meeting, in most cases this being March 31 or April 1.

THEME:
"For the Purpose of a Witness"

5 min. Welcome and Text
14 min. A Talk on the President's Letter
8 min. Share in the April Witness (Talk based on importance of advertising and attending April 3 public meeting, inviting good-will persons and supporting and sharing in all April activity)
12 min. How to Witness with the New Booklet After Presenting the "Watchtower" Offer ("Presenting the Good News" demonstration)
18 min. Invite New Ones to Give Witness with New Booklet Only ("Your Service Meeting" demonstration)
3 min. Concluding Announcements

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

APRIL, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

GREAT NEW BOOKLET CAMPAIGN BEGINS!

Society Is Ready! We Have 15,312,000 in 19 Languages

Start Right Away

[1] This is *the month!* Since receiving the March *Informant* and reading Brother Knorr's exciting letter telling of a special new booklet to be released April 3, with keen anticipation all publishers have been eagerly awaiting the month of April! And now April is here! What are we going to do? Why, enter into the campaign as one man—like locusts—literally covering the land with this tremendous message. A powerful witness to Jehovah's praise will result as each one does his share 'preaching for the purpose of a witness.'—Matt. 24: 14, *NW*.

[2] Start distributing the booklet as soon as it is released. Quickly place the 20 copies you obtain following the public lecture April 3, and then get more and place them. Each publisher will want to place at least 30 copies and pioneers 100. But do not stop there! Encourage and assist other publishers and newly interested persons to share in this great booklet campaign.

[3] Should more booklets be needed during April or May, congregation servants will order by air mail. Mark the envelope "New Booklet Order." If you do run out maybe you can get some from a nearby congregation or check with your own publishers. It may be they have more than they can use in their book bag or at home.

March 10, 1955

My dear Brothers Everywhere:

"Christendom or Christianity—Which One Is 'the Light of the World'?" On Sunday, April 3, there should be more than 10,000 public meetings in all parts of the world giving people of good will the answer to that question. Will you be there with the "other sheep" that you have been teaching, so that they may know the answer too? I think you will. Then right after that meeting we shall all be able to get the new booklet and share in its world-wide distribution. The Society is ready and I hope you are too.

At the time of writing this letter to you I have information that I am sure all of you are interested in and it is this. There are 50,000 copies of this new booklet ready in Greece; 250,000 Danish copies have been shipped to the congregations in Denmark; and already there are off the press in Germany 1,650,000 copies. After day and night work in the Brooklyn factory for more than a month and a half we have finished and shipped 10,000,000 copies in English, 1,300,000 in Spanish, 125,000 in Italian, 295,000 in Hollandish and 210,000 in Portuguese. On the other side of the earth in Hong Kong our brothers have printed 2,500 in Chinese; in Japan they are ready with 30,000 copies; Lebanon got 10,000 ready in Arabic; our printing plant in South Africa will have ready by April 1 a total of 55,000 copies in Afrikaans, 25,000 in Sesotho, 25,000 in Xhosa, 55,000 in Zulu. Away up north opposite South Africa our new plant in Stockholm has produced 200,000 copies in Swedish; in Helsinki our printing plant has shipped out 195,000 copies for our brothers in Finland and is holding an additional 55,000 for rush orders; Norway is all set, too, with 95,000 copies in Norwegian. In Central Europe, Austria has arranged for printing its own supplies of 130,000 German copies. Our printing plant in Switzerland has had a big job supplying France, Belgium and Switzerland itself with 420,000 in French and 134,500 in German. All these are ready!

I want to say "thank you" to all of you in the branches for working so hard to get out these millions of copies by April 3. You all did excellently! Wonderful beyond words. Jehovah has blessed all of you in getting ready 15,312,000 copies of this new booklet and you will note they are printed in nineteen different languages.

Now our work begins! Let all of us ministers go into the field in the house-to-house work on April 3 and thereafter, taking its message to the world. May Jehovah's rich blessing go with all of you as you prove that you are qualified to be Jehovah's ministers. Go forward. Preach for the purpose of a witness so that millions more may learn the truth. All of us will pray to Jehovah God to bless this special work to the honor and glory of his name.

Your fellow worker preaching from house to house,

N. H. Knorr

Help Newly Interested Ones to Share

[1] What a grand opportunity this booklet opens for newly interested persons! Thousands of them, at your invitation, will joyfully share in distributing this booklet. Grand blessings are in store for them, and for us, as we take the initiative to assist them. Just what should we do?

[2] For one thing, bring them to the service center for booklet distribution. Yes, this means tactfully inviting and encouraging the persons *you* study with. After you offer the booklet at a few doors with a 15- to 30-second presentation, then let them make the offer. It will be easy and a pleasure for them to do this by using one of the "Presenting the Good News" presentations. After a little experience, let them work alone. More territory will be covered and a greater distribution will result. All publishers should work alone with booklets, unless there are persons willing to go with you who have never gone out in the witnessing work before. Supply good-will persons with at least 10 copies of the new booklet to place with their friends, relatives, visitors and for house-to-house witnessing.

[3] As for reporting, each publisher will make out his own report on Kingdom witnessing. Those who un-

(*Cont'd on page 3, col. 3*)

Announce Each Week in April: Ministers Active—Subscriptions Taken—Booklets Placed

Around the World with Jehovah's Witnesses

Preaching for a Witness

This month, as all other months, Jehovah's witnesses will preach for the purpose of a witness, regardless of where they may be located and what their surrounding conditions are. That this is pleasing to Jehovah, note the "Yearbook" experiences.

Living behind the iron curtain is hard, but brothers there continue to preach. In Czechoslovakia a brother, trying to find new interest, worked one house on one street and then another house on another street and happened to call on a "comrade." What happened? The brother faithfully preached and now a home Bible study is being conducted in the "comrade's" home. (130)

Three ministers were sent to a town of some 25,000, mostly Catholic, where no witness had preached before. Soon the witnesses were invited to the parish to discuss the Bible with the priest. Many Catholic people present were amazed at the Scriptural answers given by the witnesses. Now some of the attenders preach. (Uruguay, p. 267) And on page 197 (Lebanon) read of the beauty operator who now witnesses.

Walking by a private home a publisher in Poland heard a person reading chapter twelve of Revelation. The publisher, like Philip, took courage, entered the home and gave a thorough witness to all present. The result? Four home Bible studies. (238)

Kingdom publishers in Eastern Germany continue to preach for the purpose of a witness under adverse conditions, in and out of prison, with telling effect upon people around them. The good recommendation of our brothers is "Not as we will, but as Jehovah wills, that long may we endure. We should like to admonish all those, however, who still have the privilege of enjoying freedom, to raise their voices even more intensively than up till now to the praise of Jehovah." (157)

Let all follow this good recommendation until Jehovah says 'it is done.'

Memorial

Attend the celebration of Christ Jesus' death and help others to be at your Kingdom Hall on this most important evening in the calendar year. At the conclusion of the Memorial service the speaker should encourage and invite all present to obtain 10 or 20 copies of the new booklet for immediate distribution, and also make special week-end field service announcements. Congregation servants should mail their Memorial Report Card before midnight April 10.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

February Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	293	143.8	55.6	7.7
Pioneers	5,166	88.5	30.8	4.4
Vac. Pios.	162	89.9	23.3	3.0
Cong. Pubs.	151,842	9.0	3.3	.5
Total Pubs.	157,463			

Public Meetings Held: 9,896
Bible Studies Now: 108,130

Presenting THE GOOD NEWS

With the Special April Booklet

[1] Again this month we are glad to supply several 15- to 30-second presentations that may be used to place the new booklet. All publishers should memorize one or more of the simple but effective presentations below or in last month's *Informant*. These and like short presentations will enable all to offer the vitally important new booklet at many homes in a short period of time.

[2] "Hello! I'm calling to supply you with a copy of this new booklet. [State title.] Over fifteen million copies of it are being distributed in many languages world-wide to help honest-hearted people everywhere to know the answer to this vital question. You may have this copy for just a 5c contribution or even a few pennies."

[3] To a Jewish person and others you might say: "My purpose in calling is to tell you of a matter with which every well-informed person should be acquainted. In this world's confused religious situation today, what position does Christianity occupy? Where and why did Christianity get started? You owe it to yourself to be fully informed on this vital subject and it will pay you to know what this candid booklet contains. You may have this copy for . . ."

[4] With many new persons starting to witness this month the following presentation will be easy for them to remember and to use: "Here is a copy of the booklet that was printed for you. For many centuries Christendom has dominated this world and now the world's fate is bound up with that of Christendom. Just what is the outcome going to be? I am sure you would enjoy reading this booklet and if you wish to contribute 5c or a few pennies we shall be able to print more for a wider distribution."

[5] No, no more need be said. Use brief 15- to 30-second presentations. Do not stop to dicker or discuss. Place the booklet and let it give the details. Make the presentation warm and appealing and deliver it in a friendly manner. Offer it to any and all at every opportunity, before the book study, with literature offers, at home, work, anywhere. Cover all territory, for it is important this booklet be placed in every home possible.

Use of New Booklet

[1] *Use the New Booklet with the "Watchtower" Offer:* This is the last month of the *Watchtower* campaign. It should be the best month yet! By the end of April each Kingdom Hall "How Are We Doing?" chart should show at least two new subscriptions for each publisher. Where subscriptions are obtained the new booklet and *"This Good News of the Kingdom"* should be among the three free booklets. Where the offer is not taken endeavor to leave the new booklet on any contribution, generally 5c, or even two or three pennies. Interested persons who cannot afford to contribute may be given a copy free if they promise to read it.

[2] *Use It on Magazine Day:* With booklets costing only a half cent a copy during April and its being a special booklet campaign, a new booklet can be given with every magazine placed on a 5c contribution. Tell the people this is a special offer for April only. Return the next week to see if householders wish to subscribe. If you have a supply of both magazines offer *The Watchtower* and *Awake!* and a booklet for 10c.

[3] *Use It from Service Centers:* Special time adjustments in congregation book studies will be made the last two weeks of April to allow for booklet work. Starting the study a half hour later, with brothers assembling at least a half hour before the regular study time, will allow an hour or so for publishers and newly interested persons to distribute just booklets from service centers. Assistant congregation servants will advise study conductors promptly of all publishers who have not reported by the week end following Memorial. Study conductors and mature publishers will encourage and assist these to attend the service center and share in booklet distribution.

[4] During the time that the study will start a half hour late, the study itself can be held for only a half hour. Then fifteen minutes will be spent hearing reports and interesting booklet experiences from enthusiastic publishers. This will be most stimulating to all and will help congregations to put forth more than the usual effort in this special booklet campaign. This will greatly assist each congregation to reach its 20 per cent increase in publishers!

Can We Make It 184,763 Publishers?

It Is Possible, so We Shall Try

[1] Does that sound like a high number of publishers? One out of reach? Truly, it is a high number of publishers, but, brothers, it is not any more out of reach this year than in past Aprils when we worked hard, looked to Jehovah to bless our efforts and "We Made It!"

[2] Do you remember the outstanding April peaks year by year?

132,797	153,624	169,015	?
1952	1953	1954	1955

[3] What encouraging reports! Just as we made grand increases in previous years, so we hope it will be this year. However, to reach the 184,763 goal will require (1) participation in the service by all publishers, (2) assisting persons of good will to share in the preaching work with us and (3) all reporting.

[4] From the first day of April on, throughout the month, let us *help one another.* Any publisher who has not reported by the 10th should, without fail, be given definite assistance. This will result in approximately 184,000 publishers, for that is about the number of publisher's cards in congregation files. And, of course, with thousands and thousands of new ones joining in booklet work and regular witnessing, *how high will the April report go?*

[5] All of us will have to work hard and be ministers during April and May, and always. After April all of us will be anxious to see the April report. Right now the Society anticipates receiving a report of "We Made It!" from virtually every congregation, and on totaling the April report it anticipates seeing a new all-time peak. Think all of us will be asking, "Can we make it 184,763 publishers?"

YOUR SERVICE MEETING

Seizing Every Opportunity

Chairman (5 min.) Emphasize each must fully share in booklet distribution for campaign to be a success. Every opportunity must be taken by all. Engaging often in house-to-house service with regular offer, on Magazine Day, from service centers before studies, will open many opportunities for each one to place 30 or more booklets. Regularity in organized arrangements brings greatest results, but do not overlook opportunities in day-to-day business and social contacts. Also, "holiday" period for school children offers them an unusually fine chance to distribute booklets.

SCENE I (3 min.) Sister riding bus notes lady beside her reading newspaper. Casually she says, "My, all one reads is bad news these days," and asks if lady can tell her why there is so much delinquency and immorality among those professing Christianity. When lady expresses wonder at trouble, sister suggests that failure to examine and live up to Bible principles is contributing cause. Suggests taking and reading copy of booklet that she has immensely enjoyed, as it shows Christ's work on earth and how professed Christians bring dishonor to God by failure to follow Christ's example while pretending to do so. Lady takes booklet.

SCENE II (3 min.) Brother, reading new booklet during lunch hour, is asked by fellow employee, "What are you reading?" Brother shows him and tells how it is being circulated worldwide because of its outstanding message. Everyone, atheists as well as God-fearing men, should read it. Shows him in booklet how questions are asked and answered on the beginning of the Christian religion. Brother has found it very revealing. Has another copy, which he places with fellow employee.

SCENE III (3 min.) Friends have dropped in to visit. Subject of world conditions comes up. Brother states straightforward and honest leadership is badly needed. Most people have lost faith in leaders of Christendom because of the inconsistency of their teachings and their disunity. Believes visitors will appreciate reading about true source of leadership and truth. Shows them in booklet where this is discussed. (Pages 6, 15, 16, etc.) Offers copy for them to take home. (Booklets may be carried when visiting relatives and offered at appropriate time.)

SCENE IV (4 min.) Two young brothers on vacation from school use time wisely working house to house with booklets. Using sample presentations in "Presenting the Good News" each makes a call and places booklets. Decide they will continue working evenings after school starts again and after booklet campaign ends they will work with magazines.

Chairman (2 min.) Sums up the urgent need for young and old alike sharing. Participate in regular, organized witnessing and be quick to seize opportunities in day-to-day contacts.

Helping New Ones to Start Publishing

Chairman (3 min.) Point out our responsibility is to teach good-will persons the truth and assist them to use the truth by joining in Jehovah's worship. (Isa. 50: 4) How long have you been conducting a home Bible study? Have you helped these good-will persons to share in field work? Here is what we should have in mind and do.

SCENE I (10 min.) Bible study servant approaches publisher who has conducted home Bible study a long time with no evident results. He asks publisher if good-will person has been invited to share in booklet campaign from service center and to distribute 10 copies among friends. Publisher displays negative attitude. He conducts study regularly, feels things are progressing all right and that "sheep" will ask to start in work when he knows enough and recognizes obligations. Doesn't want to rush things and scare sheep. By making following points servant agrees that none are to be pushed or coerced into serving God, but that we must be careful not to hold sheep back, either: 1. Sheep must be led, not forced, into service. 2. We must have same idea Paul had, namely, "view to the training of the holy ones for ministerial work." (Eph. 4: 12, NW) 3. As the person studying advances in knowledge and appreciation, encourage and train him to share in ministry. 4. Must aid sheep to recognize their responsibility and help them share in field service. (Isa. 50: 4; Rom. 10: 9, 10, NW) Has publisher endeavored to do this? No, publisher has held back, feeling conducting study was sufficient. Is thankful for counsel and will put suggestions into practice right away.

SCENE II (4 min.) On concluding home Bible study publisher tactfully invites one studied with to share in important booklet distribution. He gladly takes 10 booklets to distribute among friends and looks forward to doing booklet service from service center. Publisher supplies 15- to 30-second testimony that may be used and encourages him to become familiar with it.

SCENE III (6 min.) In field work before congregation book study publisher presents booklet at couple of doors, using 15- to 30-second testimony, then invites one with him to use presentation at the next door. He does and places booklet. Yes, he can continue alone with this easy presentation and both do till study time.

Chairman (2 min.) Having the right view, we want to 'train holy ones for ministerial work.' Do your part by taking the initiative as just demonstrated and help new ones to start publishing.

Thin Edition No. 10 Bibles

The No. 10 Watchtower Edition of the *King James Version* has been printed on thin paper by the Society, reducing its thickness to a convenient 1 1/16 inches width. The price remains the same and orders for it will be promptly filled.

Undoubtedly, many publishers will be particularly interested in this announcement and will want to obtain copies of this thin Watchtower Edition since at the present time there is a delay of at least six months in filling No. 10 British Edition Bibles.

Unassigned Territory

Congregations or pioneers wishing to work unassigned territory this summer may request the territory they held in past years or they may consult the booklet *Unassigned Territory in the United States* for available territory. Make your request clear. Give the state, county and towns desired, and tell what two months you can work and the number that will work. Only territory assigned should be worked and it should be worked only for the period assigned.

Help Interested Ones (*Cont'd*)

derstand that they are preaching the good news of the Kingdom will want to. What joy we shall have with the thousands of new publishers engaging in pure worship!

'Working Toward Deliverance of People of Godly Devotion'

Continue Helping Others

[1] Life is at stake! Your life and that of all others! Never in all human history have so much trouble and distress come upon mankind. And who knows why? Only those whom Jehovah has enlightened, his witnesses, who consider it a grand privilege to be 'working toward deliverance of people of godly devotion' by telling and pointing out Bible truths.—2 Pet. 2:9, *NW*.

[2] During May vitally important deliverance information will be placed in thousands of homes as Jehovah's witnesses go from house to house with the offer of two books and two booklets on a contribution of $1. The latest books and booklets in stock will be used. Magazines, too, will be placed in millions of copies as each publisher has in mind placing at least nine copies a month.

Consigned Booklets

[3] If all the consigned booklets were not distributed in April, then the first week or two of May should be devoted exclusively to distributing the remaining booklets. Publishers should put forth a very extraordinary effort to go from house to house with just booklets. Use 15- to 30-second presentations to place what remains of the consignment. If the consigned supply is exhausted at the end of April, then follow regular campaign arrangements for May.

[4] Throughout May, just as in April, be conscious of helping and assisting others to preach. Make arrangements to take new publishers in house-to-house, back-call, home Bible study and magazine service. They need your assistance this month and in the months to come, to become able ministers who can effectively help to deliver people of godly devotion.

Coming Literature Offer

May and June: Latest two books and two booklets in stock on a contribution of $1.

"Make Sure of All Things"

2nd Week:

Devil and Demons (page 99 to 2 Pet. 3:6 on page 102)
Continuing from past call (March "Informant") publisher has prepared 10- to 15-minute back-call sermon. Householder is favorably impressed with Scriptural explanation. Tactfully, publisher starts study in "Let God Be True", chapter 6.

4th Week:

Devil and Demons (pages 102 to 105)
Class discussion. The brother may prepare questions that require a scripture in order to be answered. Brothers called on will read the scripture that applies and comment on its application.

1955 Conventions

United States and Canada

[1] Five of the series of international conventions are scheduled for the United States and Canada for 1955. At this time of the year our attention turns to making personal plans to attend one of these important FIVE-DAY assemblies. Remember, EACH day is very important, being heavily laden with spiritual food for the sustenance of life to all lovers of righteousness and good-will companions. Yes, it is the 1955 opportunity of sharing in FIVE days of New World living.

[2] Spanish-speaking brothers will be interested in knowing that there will be Spanish programs at the Dallas, Texas, convention.

[3] General convention information, as well as Room Request forms and Volunteer Service forms are being supplied to all congregations with this *Informant* and should be considered carefully at congregation service meetings.

[4] We are admonished strongly by Christ Jesus that 'man must live, not on bread alone, but on every utterance coming forth from Jehovah's mouth.' How urgent it is to take in spiritual food! Convention time is one of the best times to share in all the good provisions of Jehovah. Consequently, if you have not made up your mind to attend, let it be decided AFFIRMATIVELY now and begin making your plans to attend the convention of your choice.

CONGREGATION ORGANIZATION

Reporting the Witness Given

[1] All who share in the witness are keenly interested in the results of the witness given locally, nationally and internationally. For this reason each publisher is invited to turn in a report of his witness activity each week. The over-all report not only lets us know the extent of the witness given and serves as a source of encouragement, but shows us wherein improvement is needed. Knowing the preaching efforts of each individual publisher permits those with spiritual qualifications to assist those who are in need of assistance.

[2] During April all congregations will be working for a 20 per cent peak in publishers. We want to aid just as many as possible to share with us in giving the witness and to become a part of Jehovah's New World society. April's activity provides a grand opportunity to start good-will persons in field service by having them share in the distribution of the special booklet and other features of theocratic activity. We must take the initiative and help them get started, even though they may not feel adequately qualified at first.

[3] During April, since many will be sharing in the witness to some extent for the first time, the question arises, When should a person of good will begin to report? Here are a few things to keep in mind. A person's first few incidental discussions with his neighbors and friends about the truth would hardly make him a publisher, although this activity on his part is encouraged. If he wishes to report under such circumstances, understanding that his efforts have contributed to the preaching work, he should be counted as a publisher and his activity included with that of the congregation. However, it would be well for him to be taken into one of the regular features of the service, such as house-to-house work, and for him to share in the witness to householders before he is invited to report his time. (See paragraph 49 of *Preaching Together in Unity*.)

[4] Young children should be accompanying their parents in the service and share in the witness as they grow in understanding and ability. As soon as the child witness can give a reasonable expression of the hope within him and understands he is doing Jehovah's will he may turn in a report of his activity, even though he may be quite young. He should show a desire to do the work and want to report his activity and not do so just because his parents or someone else feels that he should. He should be able to work alone from house to house and do his own preaching.

[5] All publishers are interested in the results of the ever-expanding proclamation of the Kingdom good news. Be a regular publisher! Share in all features of theocratic activity and then report your activity week by week so that the results of our combined efforts to 'preach this good news of the Kingdom throughout the inhabited earth for the purpose of a witness' will be known.

★ **Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service** ★

EXTRA! EXTRA! EXTRA!

INFORMANT

MAY, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

BROOKLYN PRESSES PRINTING MORE NEW BOOKLETS!

Orders Pouring In for over 100,000 a Day!

[1] On Sunday, April 3, over 5,600,000 new booklets were in U.S.A. Kingdom Halls awaiting release. By Memorial, April 7, virtually all were placed with publishers and good-will persons for distribution. Starting April 4, and growing day by day, a flood of orders from all over the country requested "more copies of *Christendom or Christianity—Which One Is 'the Light of the World'?*" On Saturday morning, April 9, nearby congregations carried away 60,000 copies direct from the factory. The 800,000 on hand at Brooklyn with which to fill orders have melted to nothing as this *Informant* goes to print. But, by Jehovah's undeserved kindness, there will be no shortage! Additional booklets by the tens of thousands are rolling off the presses day and night and being shipped to you as rapidly as your orders are received.

[2] What is happening to all these booklets? Are they being placed? To ascertain this the Society wrote various congregations scattered from Maine to California, and from Florida to Washington, for a special publisher-booklet report. Note some of the reports.

State	Publishers April 1-10	Booklets Consigned	Booklets Placed April 3-10	Booklets Per Pub.
Mich.	179	6,000	2,921	16
Calif.	112	4,000	2,674	24
Fla.	135	4,600	2,041	15
Mass.	99	4,000	2,110	21
Mo.	95	4,000	3,683	39
N.Y.	120	5,700	3,038	25

[3] Those are just a few samples. The entire cross-section analysis shows publishers to have averaged 16.3 booklets the first seven days. Over two a day! At that rate, based on the number of publishers reporting for March, well over 2,000,000 booklets were placed during the first seven days. Large and small congregations alike write: "Booklets rapidly being placed, and we're just getting started! Send more!" Little wonder our presses are again running day and night. Keep up the good work, brothers, for the Society can, and will, print all the booklets you can use.

[4] During the rest of April and May cover all your territory that has not been served with the booklet. It is important that everyone be given an opportunity to have a copy. If more are needed, order them! However, order only what can be used in April and May. Any order bearing an April postmark will be charged at the reduced rate. And remember, starting May 1 use only the booklet with 15- to 30-second presentations until all your territory is covered or your booklets are all placed. All publishers should be diligent to distribute all booklets they have so that by the end of May every booklet will be where it belongs—in the hands of the people.

[5] The special report also reveals that many new publishers have started in the ministry. One congregation reports 23 new publishers by April 10. Several others made their 20 per cent increase, with one already reporting a 65 per cent increase. Have you been out? How about the persons with whom you study? Utilize the few remaining days of April to help them start preaching "for the purpose of a witness." Then continue helping them in May and the months to come. In March 163,843 publishers reported. That is the largest number this service year! With all these publishers out in April and the new ones reporting, can we make it 184,763 for the 20 per cent?

[6] And how is the booklet work affecting the *Watchtower* campaign? Splendidly! In New York city, in the first ten days, 4,823 publishers reported 1,538 new subscriptions and 57,859 booklets. This indicates that the booklet work has not slowed down the subscription work, but, rather, has stimulated it. April may well be the best subscription month of the campaign. Follow up all subscription prospects the few remaining days of April and the first ten days of May with the special offer.

[7] We know you are looking forward to the results of April's activity just as we are. But April is not over yet! Spend as much time as you possibly can in the service the few remaining days and help any who have not yet been out. Help them out in May again too. Turn in full and complete reports to the congregation promptly at the end of the month. While we are busy printing more booklets now, at the end of April we shall be looking forward to receiving your congregation report with a "We made it!" along with other all-time highs in every column of the report, as the result of Jehovah's blessing upon your more than usual good effort to do his good pleasure!

A GOOD REPORT! CAN WE MAKE IT 184,763 IN APRIL?

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

March Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	340	149.3	57.2	7.1
Pioneers	5,045	96.9	33.5	4.6
Vac. Pios.	148	95.5	28.1	3.3
Cong. Pubs.	158,308	10.2	3.7	.5
Total Pubs.	163,841			

Public Meetings Held: 9,517
Bible Studies Now: 112,006

Working Toward Deliverance of People of Godly Devotion

Special Magazine Day, May 30

Keep Helping New Ones

[1] Deliverance comes only from Jehovah! His preaching work shows people of godly devotion the way to him and deliverance. It is up to Kingdom preachers like you to help these people see the means of deliverance Jehovah is using, his new system of things.—2 Pet. 2:9, *NW*.

[2] During April congregations all over the country reached new publisher peaks as thousands, recognizing Jehovah's arrangement, began sharing in the preaching work for the first time. Can we maintain these peaks? Yes! if we all do our part. How? By mature publishers' helping these new ones to keep walking the road to life. They need you! If one you have studied with published for the first time during April, continue to lead him in field service. Congregation book study conductors will remind publishers of their personal responsibility to these new ones and set the lead in service.

[3] The thousands of new subscribers should not be forgotten either. Call back on these and start studies. The booklet "*This Good News of the Kingdom*", which most subscribers have, is a practical way to get good studies started. (See Your Service Meeting article.)

[4] The offer for the month? Two of the latest books and two booklets on a contribution of $1, when all of the consigned booklets are distributed.

[5] May is full of opportunities for service. With the evenings growing longer, work from the service centers before the study. This is a fine opportunity to offer the remaining new booklets or magazines. All publishers will find evening work easy and most enjoyable. Take new publishers with you in this work. They will immensely enjoy this privilege of service.

[6] Monday, May 30, a holiday in most parts of the country, is being set aside for special magazine activity. Congregation servants should immediately ascertain their needs, then fill out and return the enclosed magazine order blank before May 10. House-to-house magazine work should be planned and all should arrange to share fully in this special work. Last December over 200,000 extra magazines were ordered for the special Magazine Day and thousands of brothers joyfully reported splendid results.

[7] So, Kingdom publishers, take part in all features of service open to you during May. Remember, it is your sacred responsibility to be working toward deliverance of people of godly devotion.

European Convention Information

In ordering the European Convention Rail Trips a number have asked on what dates the Package Trips will operate. The Package Trips are only combinations of the single journeys. Hence, P-1 combines Trips A, B and E; P-2 combines Trips A, B and F; P-3 combines Trips A, C and E; P-4 combines Trips A, C and F; and P-5 combines Trips A, D1 and E. The dates applicable to the single journeys also apply to the Package Trips. Those desiring the trips are urged to submit their orders as soon as possible. No rail tickets for the trips will be sold in Europe; all arrangements must be completed before departure.

Due to a last-minute rush for transatlantic travel and the limited supply of space, no further applications or changes for transatlantic travel should be sent in to the Society, as we have no more space available. It is fully realized that those who submitted requests from March 1 till now and who have not yet received a reply are anxious to know if the Society's arrangements will accommodate them. Every effort is being made to give such requests early attention. If such ones can be accommodated, however, the space available may not be exactly what is desired. But do not write for any more space.

Presenting THE GOOD NEWS

To Those Who Say:

"Living up to what you believe is all that is necessary"

[1] How often have you tried to witness to people who feel content in their religion and confident that they are doing all that is necessary? Of course, they are mistaken, and if they are to gain life they must begin to do something that they do not realize is necessary, namely, to 'take in accurate knowledge.' (John 17:3, *NW*) How can they be convinced, tactfully? Why not try the following in reply to the householder's comment: "If I live up to what I believe that is all that is necessary"?

[2] "You have the right idea in saying that you must live up to what you believe. Just saying you believe something is not enough. Note what it says here at James 2:18 to 20. [Read.] This probably calls to your mind the case of the rich young ruler. [Paraphrase Luke 18:18-24.] But in order to do right works and to do the work that Jesus did, we must have right information. Note what the apostle Paul said, at Romans 10:2 and 3, about those who didn't have right information. [Read.] There are many people that have a zeal for God, even in heathendom, but they do not know Christ, and because they do not accept what God has provided they can never be saved, as Acts 4:12 tells us. [Read.] Not wanting to be of that class, we want to believe and live up to what is right, for right knowledge results in life, as Jesus said at John 17:3. [Read.] This publication assists you in studying the Bible and taking in right knowledge. . . ."

[3] Or, if the householder implies that he is doing all that is required, by saying, "I follow the golden rule," you might try the following in reply: "Yes, the golden rule of neighbor love is important. So much so, in fact, that Jesus regarded it as the second-greatest commandment. And we can see why it is so important when we read 1 John 4:20. [Read.] But while we love our neighbors, we must not forget the commandment of first importance, love for God. [Read Matt. 22:37, 38.] And the first step in showing love for God is to learn as much about him as we possibly can and exactly what it is that pleases him. [Read 1 Tim. 2:4.] That is the very purpose of this publication. . . ." (Additional good points that may be used are found on pages 124 and 125 of the February 15, 1955, *Watchtower*.)

[4] At the beginning of your refutation it is best not to bring up the point on which you disagree, but rather the aspect of the matter on which you agree. This will oftentimes leave an opening for the convincing argument to follow. Try it and see if it will not aid righteously disposed ones to begin doing "*all* that is necessary."

YOUR SERVICE MEETING

From Booklet Placement to Bible Study

(2 min.) Conductor recalls stress laid in previous issues of the "Informant" on placing "This Good News of the Kingdom" in every home possible and calling back with goal of starting a study. Congregation is invited to open the "Informant" and follow along as a publisher uses outlines below to place literature and later start a study.

Three- to Eight-Minute Door-to-Door Sermon:

"God's Word Means Life"

("The Watchtower," issue of September 1, 1954)

1. Bible offers hope for everlasting life (John 17: 3)
2. Words of Jehovah are life-giving spiritual food (Matt. 4: 2-4)
3. Help needed to understand God's Word (Acts 8: 28-31)
4. Such help given today through pages of "The Watchtower"

Ten- to Fifteen-Minute Back-Call Sermon:

"Kingdom—Greatest Bible Truth"

1. Prophesied about over 700 years before Christ (Isa. 9: 6, 7)
2. Everlasting blessings for righteous (Ps. 145: 13, 16, 19-21)
3. Other kingdoms to be destroyed (Dan. 2. 44)
4. Christ taught us to pray for the Kingdom (Matt. 6: 10)
5. He taught us to seek it first (Matt. 6: 33)
6. He predicted great proclamation of it today (Matt. 24: 14)

(3-8 min.) Publisher delivers three- to eight-minute sermon, places "This Good News of the Kingdom", comments on its basic contents and arranges to call back to discuss the subject.

(1 min.) Conductor summarizes important points, including booklet placement and arrangements made for back-call, which follows.

(20 min.) Publisher tactfully channels discussion to original subject, that God's Word offers hope for everlasting life, and Bible truths and doctrines, such as that of God's kingdom, which is the main theme of the Bible, must be understood. Publisher then goes into ten- to fifteen-minute-back-call sermon outlined above. On concluding sermon publisher refers to "This Good News of the Kingdom", which contains fundamental Kingdom information and is being translated and distributed world-wide to aid in work predicted at Matthew 24: 14. Pertinent questions in first paragraph show importance of subject. Paragraph is read and briefly discussed. Attention is then directed to questions on paragraph two. Householder is invited to read paragraph and then questions are discussed. Then questions on paragraphs three and four are read and discussed. Feeling he has stayed long enough for first call, publisher then says, "I have to leave now, but I enjoyed discussing these things with you very much and as I shall be in the neighborhood again this time next week I should like to call back and talk with you further about these things." Arrangements are made accordingly and suggestion given that householder read ahead in booklet and look up the scriptures in his own Bible for next discussion.

(2 min.) Conductor sums up demonstration, calling attention to the benefits of preparedness from beginning to end and possible results from similarly following up each placement of new booklet. As a suggestion, publishers may copy or cut out above outlines and carry them in their Bibles for reference.

A Blessed Privilege of Service

1 "A faithful man shall abound with blessings." (Prov. 28: 20) How true that is! Jehovah's willing servants have found this to be so. To the extent that they have applied themselves to Jehovah's service, to that extent have their blessings abounded. And especially has this been so with those who have faithfully heeded the call to engage in full-time ministry—the pioneer work—whether regular or vacation, according to their circumstances. All these have increased in maturity and have become more able and qualified ministers.

2 It is a joy here in the office to read many letters of appreciation from congregation publishers who have digested the fine article in the March 1, 1955, *Watchtower* "Is the Full-Time Ministry for You?" Along with many of the letters is an application for regular pioneer service or a request for an application. One such letter reads: "Having just read the article on pioneering in the March 1 *Watchtower*, I feel that no longer should I put off doing what I've wanted to do for a long time." Have you read the article and given it due consideration?

Vacation Pioneering

3 For all publishers with Scriptural obligations that now make regular pioneer service out of reach, why not be a vacation pioneer one or two months, or even for two weeks? Now is the time to start making your pioneer plans. Many brothers and sisters look forward to yearly vacation pioneering until being able to become regular pioneers. And more and more are engaging in this blessed privilege of service year by year, as shown in the chart below.

1948 — 797	1952 — 1807
1950 — 858	1954 — 4389

More than a few who have enjoyed this service are now regular or special pioneers, Gilead graduates or circuit servants, and enjoy other fine privileges of service.

4 Do you want to abound in blessings? Do you desire to increase in mature service and become a more qualified minister? Do you wish to have a greater part in singing songs of praise to Jehovah's name and aiding the other sheep in the way that leads to life in the new world? Then arrange to enter the pioneer service. If you cannot be a regular pioneer, then be a vacation pioneer during a period when circumstances will permit. See *Preaching Together in Unity* (paragraphs 58-69) for enrollment requirements. Consider the matter carefully and if you qualify, then send for your application right away, indicating whether for vacation or regular pioneer service.

Around the World with Jehovah's Witnesses

Help Godly Ones Toward Deliverance

Every day each one of Jehovah's witnesses seeks opportunity to help others toward deliverance. The 1955 "Yearbook" contains many interesting reports of what has been done by God's faithful servants. Just how seriously do Jehovah's witnesses take their ministry? The missionary report from Liberia is most interesting in this regard. (204)

Brothers serving aboard the Society's boat "Faith" are privileged to help many persons in remote areas. On the island of Carriacou the priest does not appreciate the efforts of our brothers to help godly ones toward deliverance, as you will read on page 266. A brief account of their service during 1954 is given on pages 79-81.

Even under adverse conditions Jehovah's ministers are often able to help godly ones toward deliverance. A brother in Greece was arrested and taken to the police station. He gave such a good witness that one of the policemen later called on the brother at his home to obtain some literature. (163)

Much counsel has been given to us on the need of witnessing tactfully to those opposed and of answering their harsh words and threats with kindness. A special pioneer in El Salvador has done this and now is privileged to help many persons, formerly opposed, toward deliverance. (142)

Publications Now Available

After Armageddon
—*God's New World* —Afrikaans

Basis for Belief in a New World
—Afrikaans, Arabic

Can You Live Forever in Happiness on Earth? —Hindi

Christendom or Christianity
—*Which One Is "the Light of the World"?* —Chinese, English, German, Hollandish, Italian, Portuguese, Spanish

God's Way Is Love—Amharic, Armenian, Cishona

"This Good News of the Kingdom"
—Braille

Memorandum by Counsel

Due to important changes in the Department of Justice procedure, recently made, a new memorandum has been prepared by General Counsel for Jehovah's Witnesses. All brothers who have appealed their cases to appeal boards should request the *Department of Justice Memorandum*.

All brothers who have cases pending in the courts should write for the *Attorney's Memorandum*, which may be given to their lawyer.

All such requests should be sent to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, along with a self-addressed, stamped envelope.

"Not Forsaking the Gathering of Ourselves Together"

Book Placements Increasing

We must learn to live! Not in the ways man decrees, but as Jehovah God ordains it! It would be folly on our part to follow a course other than that outlined by God. Safeguarding what we most desire means making it our business to meet regularly with ones of like precious faith: "Not forsaking the gathering of ourselves together."—Heb. 10:25, *NW*.

We shall continue to offer two books and two booklets on a $1 contribution in June, covering neglected city and rural territory. How are we doing placing books? Past campaigns reveal good results. In 1953 an average of 136,412 publishers, within a two-month period, placed 402,150 books. Did we do as well in 1954? Yes: 158,801 publishers left 477,248 books in the homes of persons of good will. What shall we do in 1955? Basing conclusions on the facts that (1) we have more publishers now than before and (2) the training program benefits are definitely being realized with many more using effective three- to eight-minute sermons, we should exceed what was accomplished in previous years.

The last part of June will see the start of the five outstanding North American assemblies. Take literature with you in traveling and place some whenever you can. Keep an accurate record of the time you spend in preaching and if you are not at home at the end of the month, send your report to your congregation servant, so he can arrange to have the complete congregation report compiled and submitted to the Society.

Magazine Placements

[1] How are you getting along in placing at least nine magazines each month? That is the minimum number each publisher should strive to place every month. With eight months of the service year completed at the end of April, each publisher should have reported at least 72 magazines. It is suggested that congregation servants analyze Publisher's Record cards the first part of May and advise the congregation of its standing, along with suggestions for improvement.

[2] Do you have a sufficient supply of magazines? At the end of April the *Watchtower* campaign ends, but this is no reason for reducing the number of distributors' copies, if the publishers will put them out. Continue placing magazines! Check with all publishers right away to determine how many copies of each issue the congregation can use and then submit a magazine order blank to the Society.

[3] Remember, any day of the week can be used by the congregation as Magazine Day. And what if a publisher cannot support regular Magazine Day service? If this is the case he can do magazine work some other day, with the exception of Sunday, which all publishers should set aside to work from house to house with the monthly offer and then make back-calls. Housewives and others who can arrange an hour here and there may profitably do magazine work in their own neighborhood as they have opportunity.

[4] With each publisher distributing at least nine magazines each month the two most important magazines on earth will continue to reach and feed countless people of good will.

"Make Sure of All Things"

2nd Week:

Devil and Demons (pages 106 to 108)

Several publishers visiting together happen to enter into informal discussion of demons. All wish answers to questions they have. One suggests checking the book "Make Sure of All Things", and thereafter a very lively and profitable discussion of this material follows.

4th Week:

Earth and Its Destiny (page 108 to Psalm 45:16 on page 110)

Publisher in closing a three- to eight-minute sermon answers householder's question on destiny of earth and arranges to return and cover the subject further. Scene changes to back-call a week later, where following points are discussed: Permanency of earth, what earth is destroyed and how God will populate earth with righteous people.

Coming Literature Offers

July, August and September: One book and a booklet on a contribution of 50c.

CONGREGATION ORGANIZATION

1955 Conventions

[1] Jehovah's witnesses are advertising 'the King and Kingdom,' and especially have they been doing so from and after 1922. It is an ever-increasing function, and particularly at convention time, when it is accomplished on a widespread basis, because it magnifies and enhances the name of Jehovah and brings joy to all of God's people.

[2] Of course you are making plans to attend one of the large conventions in this country, and many will be planning to attend the European conventions too. So you will want to plan to share in advertising before reaching the convention city and while there.

CAR SIGNS

[3] Car or bumper signs will be available this year for the conventions and will be appropriate regardless of the city that you attend. The size is the same as before, 4½" x 20", and they will be made of fluorescent material. To apply, merely remove the protective paper on the back and place the sign on any clean surface, such as the car bumper. The signs, cash items, are ten cents each. Congregation servants may now order the quantity needed for the congregation. These may be used en route to, during, and on your return trip from the convention.

BADGES

[4] You will also want to advertise the assembly by wearing a celluloid badge. It may be worn from the time you leave home until you return home. If you are going to Europe you will want to continue wearing it on your entire trip and during all the assemblies you attend there. The new card will fit the holder used last year at the district assemblies Obtaining cards should also be taken care of by the congregation servant, who is requested to ascertain the congregation needs and submit a cash item order. The cards will cost one cent each and the celluloid holders (which may also be ordered), five cents each.

TAPE RECORDINGS

[5] There will be no recordings made or permitted at the Chicago, Vancouver, Los Angeles or Dallas assemblies. However, if any wish recordings, they may be ordered at any one of the assemblies. Certain programs selected by the Society will be recorded and made available at about the same cost as in 1953. These may be ordered and will be mailed to your home address, if you live in the United States.

PIONEER MEAL TICKETS

[6] Meal tickets will be mailed to pioneers who were on the list as of January 1, 1955. Treat the ticket as you would money. Do not leave it at home or lose it, as none will be replaced. These tickets are valid only at the convention cafeteria and at only ONE convention city.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

JUNE, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

"WE MADE IT"—187,120 Publishers—in April!

[1] Shout aloud, you servants of Jah! Here is good news! Here is the answer to the question: "Can we make it 184,763 publishers?" WE DID MAKE IT, thanks to Jehovah's blessing upon "our more than usual good effort." In fact, Jehovah so richly blessed us that we exceeded our goal by 2,357 publishers. We all feel like shouting Hallelujah!

[2] Looking back just a moment, we find that our December report showed a 5.9 per cent increase over last year's average publishers. It was the best December report on record, but it left us 4.1 per cent short of our desired 10 per cent increase and with a long way to go to make the 20 per cent increase in April.

[3] Were Jehovah's people dismayed or discouraged? No! They saw greater effort was needed, and on learning of the special activity for April all were thrilled! Everywhere publishers reflected the spirit "we can make it" with Jehovah's blessing.

[4] April 3 saw capacity audiences virtually pack out every Kingdom Hall. After hearing the stirring public talk, publishers and good-will persons alike enthusiastically received copies of the new booklet for immediate distribution. Initial booklet supplies melted like a snowball in a tropical sun. Then came April 7, Memorial, and in the United States alone 244,959 persons of good will attended, and, of these, only 7,735 professed to be of the remnant. What a "great crowd"! Seventy-five per cent of these reported field service. Let us all continue to help these new ones and, too, look after the other 25 per cent not yet going out in the field service from house to house.

[5] It is gratifying to know that thousands of newly interested persons were helped to begin their first organized service by you devoted servants of Jehovah. By the end of April 3,713,379 booklets were placed. Congregation publishers averaged 17; vacation and regular pioneers, 112; and special pioneers, 149. Excellent! We had to ship 3,000,000 more copies to replenish supplies. By the end of May all booklets should be distributed. If we do distribute them, it will mean 8,000,000 booklets in homes in the United States.

[6] It was a thrill here in the Brooklyn office to see report after report come in stating "We Made It!" and, on totaling the reports, to find the new all-time peak of 187,120 publishers. A 21.5 per cent increase! Congregations to the number of 1,905 reported they made or exceeded their 20 per cent increase, to compare with 1,220 last year. We feel sure congregations who have not yet made their 20 per cent increase will put forth every effort to do so before the end of August.

[7] April is now over, but its final results are not. It is recorded in theocratic history as the greatest month yet for those in the United States. It was a month filled with surprises and blessings for all, a month we shall long remember. Since "We made it!" shall we slow down? No! you say. We must continue to praise Jehovah and help all of the thousands who have joined with us, and others too. Therefore, in June and all the months to come, let each of us be active and help new ones we have started to expand their ministry.

[8] "I planted, Apollos watered, but God kept making it grow."—1 Cor. 3: 6, *NW*.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

April Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	317	147.8	57.1	6.9
Pioneers	4,932	95.8	32.4	4.4
Vac. Pios.	226	90.1	27.4	3.0
Cong. Pubs.	181,645	10.2	3.1	.4
Total Pubs.	187,120			

Public Meetings Held: 13,906
Subscriptions for Campaign: 353,492

1955 MEMORIAL REPORT

Total Memorial Attendance:	244,959
Number of Partakers:	7,735
Public Meetings:	2,731
Attendance at Public Meetings:	150,454

"Not Forsaking the Gathering of Ourselves Together"

National Assemblies Begin

Help New Publishers

[1] Assemble for instruction! This was Jehovah's command to the nation of Israel, and, likewise, Christians are required to meet regularly, "not forsaking the gathering of ourselves together." (Deut. 31: 12; Heb. 10: 25) Not only do we meet together for congregation meetings each week, but beginning this month and extending throughout the summer, Jehovah's people will be assembling at conventions in this country and in Europe.

[2] June will provide the opportunity to use a book offer in covering territory. For many congregations unassigned territory work begins. All congregations should make a special effort to cover the rural or city territory that has not been reached in recent months. The offer will be two books and two booklets on a contribution of $1. Place the new booklet wherever possible. Are you prepared with several three- to eight-minute sermons? Are you following up the placements you make with ten- to fifteen-minute sermons? Start the month prepared and work toward the goal of starting at least one home Bible study during June. Also keep in mind the importance of assisting the new publishers that started in April and May to continue active. Help them on to maturity.

[3] Plan to share fully in all activity arranged. On Sundays spend at least two hours in house-to-house work and an hour or more making back-calls and conducting studies. Throughout the week you will have opportunity to witness and, on your Magazine Day, be sure to participate in magazine distribution. Young publishers and others are encouraged to enter the vacation pioneer service during the summer months. Of course, sharing in all activity means attending meetings regularly and aiding persons of good will to assemble with you. Absorb the good spiritual food provided by Jehovah and unselfishly use the knowledge you have in directing others to Jehovah's organization for salvation.

Around the World with Jehovah's Witnesses

Magazine Placements Increasing

The Society suggests that each publisher endeavor to place at least nine magazines every month and regular pioneers 90 and special pioneers 110. Are you regularly placing this number? The "Yearbook" shows a remarkable increase in magazine placements by publishers in various countries throughout the world. (39, 72) Truly Jehovah's people more and more are becoming magazine-conscious.

Publishers in Puerto Rico have enjoyed a wonderful increase as a result of supporting Magazine Day activity and giving short, to-the-point magazine presentations. Generally, magazines can be presented very effectively in thirty to sixty seconds. Instead of averaging two magazines a publisher a week, they average better than three! (242)

Though Japan is a country filled with shrines and images, "The Watchtower" is doing a wonderful work. (188-189) Each publisher placed more than 250 magazines during the year. That is an average of more than twenty a month! Brazil too reports a splendid increase. (100)

While the best way to place magazines is from house to house and store to store, other avenues are also open. Five publishers in Guatemala, alert to distribute magazines to bus and train travelers, soon averaged eighty magazines apiece a week. (168) Have you tried it?

By putting into practice the various suggestions contained in this issue of the "Informant," each publisher throughout the world will meet or exceed the monthly quota of magazines.

Let Them Decide Too!

Which One Is "the Light of the World"?

Enclosed with this *Informant* is a letter addressed to the congregation servant concerning the special feature of the work that will be handled at the end of July, namely, sending letters and one of the booklets *Christendom or Christianity—Which One Is "the Light of the World"?* to clergymen and editors of newspapers, magazines and periodicals.

After arrangements have been made as to the list of persons to be written to, then such letters can be written and envelopes made out for mailing the letters and booklets. The letters can be written and dated July 25, 1955, and properly stamped and can then be dropped in the mail any time after July 25. It may be that some of the brothers who will be participating in this work will not be at home during the week following the New York assembly and therefore the suggestion is here made to draw the letters up beforehand so that they can be dropped in the mail any time after the 25th of July.

AN INTERESTING BOOK

entitled "Jehovah's Witnesses—The New World Society" is being printed by Vantage Press, Inc., New York 1, N. Y., at $2.95 a copy. See our letter of May 10 if you want a copy.

YOUR SERVICE MEETING

Sharing Fully in Magazine Activity

For demonstration, prepare two charts, one showing the total magazines the congregation placed each year for the past five or ten years and another showing the average number of magazines placed per publisher per month during this service year.

SCENE I (3 min.) Magazine-territory servant talks on importance of placing magazines. Points out features such as current news, always fresh and alive, and wide coverage of subjects. Outstanding is frank, honest appraisal of world events, setting forth Jehovah's kingdom as real hope of world. So easy to place magazines, all publishers, young and old, may take part. Analysis of activity needed to see how well publishers are sharing in magazine work.

SCENE II (8 min.) Congregation magazine charts are pointed to as congregation servant joins magazine-territory servant in examination of congregation's progress in magazine activity. Is congregation as a group reaching the quota? [Use local figures.] On average, congregation may be doing well, but are all sharing? They turn to Publisher's Record cards and find only ..... publishers are placing more than nine magazines a month. ..... are placing but a few magazines or none. What can be done so all can reach the goal? Book study conductors can stress Magazine Day, urging all to engage, then taking lead in supporting it; also from service center thirty to sixty minutes before congregation book study time. Publishers must be conscious of need to include magazine activity in their weekly schedule of service. Those not able to meet with group on Magazine Day can use other opportunities, such as a little time before meetings. Children may have magazine routes or work house to house for an hour after school. Mothers might plan to pick up children after school and work with them, thus training them. Housewives might plan an hour or so a week to work with magazines in nearby territory. Many can share in early evening work before congregation study or on other evenings. As servants look over cards of family known to have planned their affairs to share fully in magazine distribution, the following demonstration takes place to illustrate family activity

SCENE III (12 min.) Sister, talking to visiting couple from neighboring congregation, enthusiastically tells how family is working to have fuller part in magazine work. When she cannot participate in regular Magazine Day activity she plans her household chores so she can go out and offer magazines for an hour or so during the week. Joyfully she relates the experiences she had in the house-to-house magazine work that very morning.

As they talk, children come home from magazine work following school. Sister explains this is the day children have arranged to work after school. Children excitedly tell of magazines placed and interest found. Already they have placed more than nine magazines apiece during the month. Visiting sister feels she too can schedule her housework to do magazine work during week, when unable to go out in day activity, and work with her children after school to help them get started.

Father and son come in and join discussion. Father explains that secular work keeps him from Magazine Day activity, but he has scheduled house-to-house magazine work in early evenings. Results have been good and he is pleased that he now has fuller share in work. Son, who works with his father in the evenings, also enjoys work with group on Magazine Day and tells experience he had working store to store. Father is joyful that entire family shares in magazine work and meets goal. Visiting brother appreciates suggestions and concludes he and his family will be able to meet goal by putting ideas into operation in their ministry schedule.

SCENE IV (2 min.) Servants recommend their course for all.

European Convention Information

[1] In recent weeks hundreds of letters have been received requesting changes in travel assignments. Since all travel space is now filled, it will be impossible to make all changes. The Society strongly urges delegates to endeavor to arrange their trips within assigned periods. No further changes can now be accepted; cancellation is the only alternative.

[2] Since this movement is very large and comes at the height of the tourist season, it presents many problems. Delegates should expect certain changes in special train and flight schedules. Major changes are not expected. What the carriers of passengers do is beyond the Society's control and delegates will just have to accommodate themselves to the circumstances.

[3] It is vital that each person understands that NO CHANGES will be made in Europe, so there will be nothing gained in requesting such changes. Further, there will be no refund on unused special train tickets.

[4] If you have not already done so be sure to notify European Conventions of any change whatsoever in your address from the time you submitted your reservation request. Your tickets and all other travel information will be sent to the address you have given to us.

"Make Sure of All Things"

Earth and Its Destiny (page 110, starting with 1 Cor. 6: 2, 3, to page 112)
Man and wife at home, after hearing news report, briefly discuss this world's bad conditions. Wife (who is in the truth) tactfully turns conversation to New World blessings and explains to good-will husband conditions that will prevail.

Brooklyn Bethel Vacation

The Society's offices, factory and Bethel home will be closed from July 30 to August 14, inclusive, for the annual vacation. Orders and correspondence sent in during that period will not be handled until some time after the reopening of the offices. To avoid delays it will be necessary for you to anticipate your needs well in advance and place your orders in ample time for attention before the vacation period.

ATTEND 1955 CONVENTION

[1] Do not be of the frame of mind, "Shall I attend?" but rather, "Which convention shall I attend?" Why should there be any doubt, when Jehovah always provides so amply whenever he invites his people to come together in convention? Accept the bid thankfully and enthusiastically. Be there with the whole family!

[2] *Just think*, there were 244,959 Jehovah's witnesses and their good-will companions present at the celebration of Memorial in the United States and Canada, the greatest total ever! What a thrill it would be for all of us, and what a wonderful witness would be accomplished, if all would be present at the several conventions on the North American continent during June and July! Have you completed your plans to attend? And filled out your Room Request forms and mailed them to the city of your choice? Help others too, that is, those of good will, by arranging car groups to accommodate as many as you can bring. Since we are all eager to see the removal of this old world and the establishment in its entirety of the new, where can we learn more about it than by listening to the Sunday public talk, WORLD CONQUEST SOON—BY GOD'S KINGDOM, to be delivered by the Society's president. Of course, the entire FIVE days will have programs highly important to true Christians, who are "the light of the world."

[3] While in attendance at the conventions you will want to share in field service and advertising. But do not wait until arriving at the convention to start. Witness en route, placing the monthly offer at every opportunity.

Assembly Conduct

[4] The July 1, 1953, *Watchtower* contains an excellent article on "Showing Appreciation at Assemblies." It is suggested that this material be reviewed on a service meeting shortly before your assembly time.

Volunteer Service

[5] In order for a convention to function smoothly and be well organized much volunteer service is required. About one of every six attenders volunteers his service to assist in caring for our needs and comfort during conventions. Will you be one? Would you not like to help in one of the departments? Good! It will bring you joy and pleasant memories afterward to have been a servant to your brothers. So please fill out and send YOUR application for volunteer service to the convention you expect to attend.

[6] Most large cities are afflicted with much thievery and vandalism, so we should like to caution all to exercise care against leaving anything showing inside their cars. Put whatever you leave in the trunk of the car. Lock your car whenever you leave it, even if it is for a few minutes. Remember too, pickpockets like to work in large crowds. Please be careful.

[7] Keep in mind that attending will be of great theocratic and spiritual value to us, and will truly help us to 'keep our hearts fixed, trusting in Jehovah.'

Practicing True Love Every Day

Placing More Books

[1] In whom should man place his trust? What is one to believe in these most crucial times? Who is right? You know, for all of Jehovah's witnesses know the answers to these and many other similar questions. Having this knowledge you want to use it, for Jehovah, impartial in his judgments, has stated clearly that all kinds of men have a right to know the reason why they exist. That is why he has taught his people to practice true love every day, speaking of his kingdom as mankind's only hope.—1 John 3:18, *NW*.

[2] Much is yet to be done! Now is the time and season to do it! Many more sheeplike ones need to be spoken to! Where shall we find them? In their homes, of course! During July we shall continue to do house-to-house preaching, using sermons, presenting a book and a booklet on a contribution of 50c. New, less experienced and mature publishers, all are invited and encouraged to have a full share practicing true love every day by preaching the good news.

[3] Last year 1,883,698 books were placed by an average of 153,969 publishers. This is an average of over one book a month for a publisher. What are your individual and congregation averages so far this year? Are they above last year's averages?

[4] ASSEMBLIES ARE HERE! In travel to and from convention cities be prepared and equipped to practice true love every day. Carry a sufficient supply of books, placing them wherever you can. An accurate record of time spent preaching and placements made should be kept and mailed to the congregation servant, if you are unable to report at the Kingdom Hall.

CONGREGATION ORGANIZATION

Magazine Release Dates

[1] Appreciating the need for publishers to be supplied with issues of the *Watchtower* and *Awake!* magazines in time for use in their ministry, the Society arranges its mailing schedule so that the magazines will be mailed from the factory well in advance of the date of issue (date shown on magazines). This is done so magazines will be received and distribution of them completed, in most cases, before the date of issue.

[2] A number of inquiries have been received as to when distribution of magazines is to start. Therefore, it seems well to publish again the starting dates carried in an earlier issue of the *Informant*.

"The Watchtower" dated 1st of month 15th of month	Start distributing to public 22d of preceding month 6th of same month
"Awake!" dated 8th of month 22d of month	Start distributing to public 30th of preceding month 13th of same month

[3] Please observe that the release date is the date of release for distribution to the public, not the date that the magazines should be received, nor the date of publication. While most publishers will have their magazines before the release date, this will not always be the case, for at times there are mail delivery delays that may cause some congregations to receive magazines a little later than others and after the above dates set for public release.

[4] The Society endeavors always to arrange mailing so that all have their magazines before the release date. If magazines are received before the date of release they should be held until the proper date of release. If they are received after the release date, start using them right away. Magazines should be distributed as near to the date of issue in accord with the above schedule as possible. In most cases it will be possible to distribute the supply by the date shown on the magazine.

[5] Having in mind placing at least nine magazines a publisher each month, publishers should make known to the magazine-territory servant the number of copies of *The Watchtower* and *Awake!* they wish to take regularly, so he can order them. Publishers have the responsibility of taking the magazines ordered for them and should distribute all the copies as quickly as possible after date of release.

Braille Booklet

Loan copies of "*This Good News of the Kingdom*" are limited. Loan orders will be handled in order received as quickly as possible.

New Factory Construction Under Way!

Adequate Supply of Magazines Assured

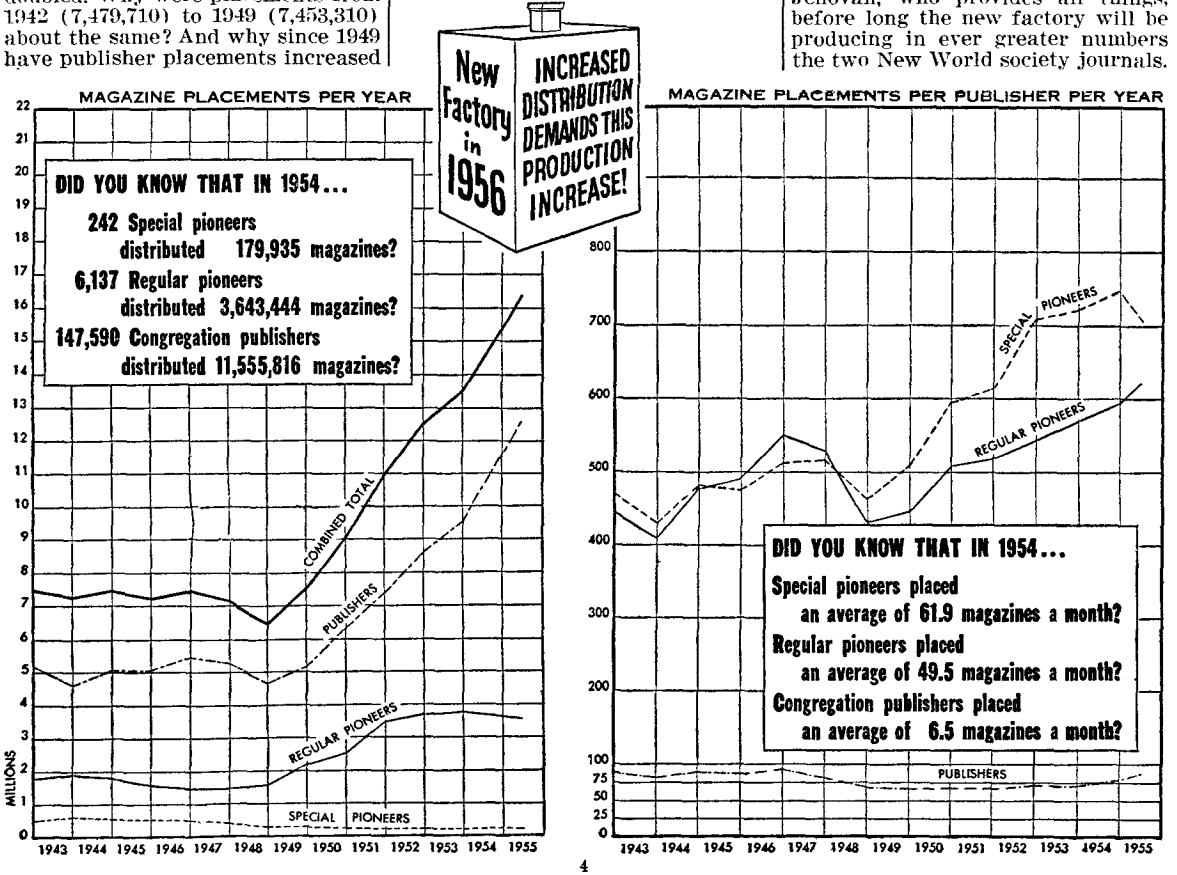
[1] To supply your ever-increasing demands for *more* magazines the Society is pleased to announce that in a few weeks work on the foundation of the factory will start. It is being constructed to produce chiefly one thing: magazines—*The Watchtower* and *Awake!* the two magazines that you are demanding in ever-increasing numbers for distribution. While our present facilities are being taxed to near limit, this new factory will more than treble present production. To be sure, it will adequately supply the magazines we need! We hope that you who attend the New York convention will come to see the construction under way!

[2] So that you can appreciate how magazine distribution in the United States has increased marvelously, we are glad to publish the graphs below. Study them carefully. How does your individual activity and that of your congregation compare?

[3] The graphs show that since 1949 magazine distribution has more than doubled. Why were placements from 1942 (7,479,710) to 1949 (7,453,310) about the same? And why since 1949 have publisher placements increased almost 8,000,000, an average increase of well over one million each year? Placements from 1942 to 1949 remained the same, due greatly to the paper shortage created by the war. But with an adequate supply available, in March, 1949, stress was placed on magazine distribution. Magazine Day was started and publishers were counseled: "One day a week will be devoted to the distribution of *The Watchtower* and *Awake!* on the streets, from house to house, store to store, and in other ways." What happened as you responded to this service? The English *Watchtower* printing increased from 584,000 copies each issue to 1,513,000 today and the English *Awake!* from 545,000 copies to 1,069,000 copies! In all languages a total of 2,000,000 copies of *The Watchtower* are printed and 1,325,000 copies of *Awake!* Truly the increase has been by leaps and bounds as publishers have increased their magazine placements!

[4] The Society is very happy to observe this splendid progress. It manifests your sincere desire to share the blessings of these magazines with people of good will. To increase distribution farther and to aid more publishers to share in this activity, it is suggested that each publisher place at least nine magazines each month, which averages about two each week and totals over a hundred magazines a year. Is this not a reasonable amount? Regular pioneers, along with circuit and district servants, will have as their goal 90 magazines each month and special pioneers 110. So far this year publishers are averaging 7.3 magazine placements each month, regular pioneers 53.9, special pioneers 60.9, district servants 73 and circuit servants 83. At this rate our magazine placements for 1955 will rise from 1954's all-time high of 15,382,336 to over 17,000,000! Grand, is it not?

[5] By participating in Magazine Day activity regularly and following suggestions contained in this *Informant*, each one will soon be meeting and even surpassing his quota of magazines. With your increased activity in the field our present facilities will be inadequate to carry the load much longer, but, thanks to Jehovah, who provides all things, before long the new factory will be producing in ever greater numbers the two New World society journals.


New Factory in 1956
INCREASED DISTRIBUTION DEMANDS THIS PRODUCTION INCREASE!
MAGAZINE PLACEMENTS PER YEAR
DID YOU KNOW THAT IN 1954...
242 Special pioneers distributed 179,935 magazines?
6,137 Regular pioneers distributed 3,643,444 magazines?
147,590 Congregation publishers distributed 11,555,816 magazines?
COMBINED TOTAL
PUBLISHERS
REGULAR PIONEERS
SPECIAL PIONEERS
MILLIONS
1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955
MAGAZINE PLACEMENTS PER PUBLISHER PER YEAR
SPECIAL PIONEERS
REGULAR PIONEERS
PUBLISHERS
DID YOU KNOW THAT IN 1954...
Special pioneers placed an average of 61.9 magazines a month?
Regular pioneers placed an average of 49.5 magazines a month?
Congregation publishers placed an average of 6.5 magazines a month?
1943 1944 1945 1946 1947 1948 1949 1950 1951 1952 1953 1954 1955

INFORMANT

JULY, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

PRACTICING TRUE LOVE EVERY DAY

Show True Love While Attending Assemblies

Offer Book and Booklet

1 True love is practical! But only by being practiced can it become perfect. Therefore, it is necessary for each of Jehovah's servants to practice true love daily, not only by preaching by word and with the tongue, but by displaying love in deed and truth so that his love may be perfect before Jehovah.—1 John 3:18, *NW*.

2 Having this in mind, each of Jehovah's "little children" will be more than anxious to display his love every day during July by his actions in behalf of true worship. What opportunities will be ours to display true love at the assemblies we attend? Many! We can do this by our consideration of those attending, not being noisy or causing annoying disturbances; by the keen attention we pay to talks given; by the preaching we do to those we live with and meet in the assembly city and by our all-around, good Christian conduct. These are some of the ways we can practice true love that will bring honor and praise to our God. Also, the information dispensed at the assemblies must be fully taken in so we can put it to use when we return home.

3 Of course, our love is not practiced just at assembly time, but it is an every-day thing. We shall show that love by offering life-giving Bible instruction to the people. The literature offer of one book and one booklet on a contribution of 50c should be presented at every opportunity. Whether we are working in our home territory, in unassigned territory, at the assembly city or traveling to and from the assembly, we shall want to display love by presenting the book and booklet offer to the people. So carry the offer with you and present it on all appropriate occasions.

4 Those magazines that have become such an integral part of our ministry should not be forgotten either. Each of us has a goal of magazine placements to reach. Whether we reach our goal or not depends

(*Continued on page 2, col. 3*)

Help New Publishers to Keep Preaching

Mature Publishers Have Responsibility

1 With Jehovah's blessing, a grand new peak of 187,120 publishers was reached in April! A special effort was made by each congregation to see that not only did all publishers participate in the service, but that persons of good will shared in the ministry of praise. What does this mean in the way of responsibility for the servants and more mature brothers in each congregation? It means that these thousands of new preachers of the good news as well as the irregular publishers must receive regular assistance if they are to grow to further maturity and be regular publishers.

2 If we were to think of the job of giving this assistance in terms of the great number that should receive help and the amount of time and patience needed to accomplish the job, it would appear beyond our capacity. But look at it from this angle: Almost without exception the new publishers had home Bible studies conducted with them by publishers in the congregation and these same publishers in most cases gave them the necessary assistance to begin sharing in the field service. If each publisher continues to assume this responsibility, which rightly is his, beyond doubt each new publisher will be assisted to continue telling others of the good things he has learned and build up his appreciation for Jehovah's service. Do not help persons of good will to share in the service for only one month and then let them lapse into inactivity.

3 And what about the irregular publishers, many of whom need additional help to be regular praisers of Jehovah? The assistant congregation servant should continue to work

(*Continued on page 2, col. 1*)

WORLD-WIDE CONVENTION SERIES

1 This is the convention month! There is still time for you to make plans to attend one of the "Triumphant Kingdom" Assemblies.

2 In traveling to conventions you will be able to advertise en route by having bumper signs on your car and by wearing a lapel badge. You can still obtain these from the Society, but you should send your order in IMMEDIATELY. Take literature too, and place some here and there with those with whom you talk.

3 Traveling, attending, sharing the joys of assembling together, will enthuse all to greater activity in serving the Most High, which is the desire of every dedicated servant. Attending one of the conventions will help you to grow in maturity. The program is one that will help us all in our spiritual needs.

4 The president and the vice-president of the Society along with others will be at every one of the convention cities. Be sure to attend one of this year's "Triumphant Kingdom" Assemblies.

To All Conventioners Staying in Private Homes

1 Thousands of Jehovah's witnesses attending one or more of the eleven conventions will be housed in private homes. In addition to witnessing to householders during your stay and thanking them when leaving the convention city for their hospitality, it would be well to write a short letter of thanks upon arriving home. Many householders go to much trouble and expense preparing rooms, purchasing linen, etc., to care for conventioners. A short letter would be appreciated by them and give opportunity for us to express our thanks further. Additionally, it may open the way for convention-city publishers who will call on all who housed delegates to give an additional witness.

2 Many householders have become acquainted with Jehovah's witnesses through the convention activities and today are Kingdom publishers. Would you not like the following results to be forthcoming for the person in whose home you stay? "Dear Brothers: [this letter to the Society starts] Three years ago when one of

(*Continued on page 4, col. 1*)

Around the World with Jehovah's Witnesses

Assemblies, both circuit and district, are of vital importance to all of Jehovah's witnesses. Attending assemblies results in so many blessings for each individual publisher that whatever effort might be required to attend is not considered too great.

But assemblies are not just a source of blessing to mature publishers! They are the means of assisting others to see and appreciate the truth. Two young men in the Bahamas well appreciate the value of assemblies now and will be diligent to assist and encourage others to attend. (94)

Long before conventioners start arriving at assembly cities the local brothers spend days and weeks making necessary preparations. A big thing is rooming accommodations. Not only is it more economical to stay at a private home, but much good can be done there by alert, tactful publishers. (95)

Sometimes assembly halls are easily obtained in good condition, but this is not always the case. Much work must sometimes be done to put the halls in good, usable shape. An example of what brothers can accomplish and the effect their efforts have upon people in the community is given in Brazil's report. (101)

Assemblies are properly looked to as a favorable time to symbolize one's dedication. A couple of the many interesting baptisms are found on pages 76 and 194. Are you contemplating taking this step at the next assembly?

Local people take note of conventioners' Christian conduct and are deeply impressed. How much? The day following an assembly in Yugoslavia a woman who had been one of the greatest opposers of Jehovah's witnesses asked for someone to call on her. Be conscious of your conduct at assemblies. (271)

Truly, assemblies, district and circuit, are a source of blessing to Jehovah's people and good-will persons.

Help New Publishers . . . (*Cont'd*) closely with the book study conductors, keeping them advised of those who have not published throughout the month. Book study conductors, what do you do with the lists of those who have not published during the month? Do you accept your responsibility to see that all are called on and offered the necessary assistance to be active praisers? Do you make definite arrangements for them to go with you in the service whenever possible? or do you just limit your help to a few words of encouragement when you see them? If you are unable to call on all yourselves, do you arrange for other mature publishers in your group to call and give assistance and encouragement? One of your most important duties is to assist all associated with your service center to be regular in the service and to become more and more effective preachers of the good news.—Acts 20:28, *NW*.

[4] This assistance will be gladly given if servants and publishers show proper love for the Lord's "other sheep," who are now being gathered. Show your love by your works in their behalf. If you do, you will find that your joy and happiness will increase, and the prosperity and increase of the New World society will be steady, month after month, to Jehovah's praise.

Presenting THE GOOD NEWS

At All Opportunities

[1] July and August are two very important months this year for Jehovah's witnesses. From all parts of the earth they will be on a mass move to attend one or more American or European conventions. As they stop to get gas, to eat, sleep, etc., all opportunities for witnessing will be taken advantage of fully.

[2] At gas stations and on stopping to eat, talk to the ones who serve you. You can briefly tell them you are 'traveling to a Christian convention in ....., which has been arranged for Jehovah's witnesses. Undoubtedly you have heard about some of our conventions and also our Bible educational work. This most interesting [tract, magazine or booklet] contains some good news that I should like to share with you. . . .'

[3] If time permits, a more detailed discussion can be had, particularly with attendants of tourist homes, hotels and motels. You might try saying: "We are on our way to attend one [or more] of a series of eleven conventions Jehovah's witnesses are holding throughout the earth. The purpose of the conventions is for people to learn of God's wonderful purpose to have perfect, God-fearing people living forever on earth in a peaceful, contented condition. If any of us are to have a share in God's marvelous arrangements, we must know what his will is and then do it. He has given us the Bible so we can study and learn what his purposes are and how it will be to our everlasting benefit if we do what he commands. This book and booklet have been published to help God-fearing people to understand important Bible truths clearly. You may have them for the small contribution of 50c. Also, I should like to encourage you to contact the congregation of Jehovah's witnesses in this vicinity and enjoy studying the Bible with them. They will be glad to answer your Bible questions and to give you additional information."

[4] During your stay in the convention city invite your hosts to attend with you and, when opportune, discuss interesting points of the assembly. When you leave the city it would be well to thank them for their kind hospitality, encourage them to study the Bible and study aids you left with them and to attend the local Kingdom Hall meetings.

[5] Appropriate literature should be taken by all for incidental witnessing while traveling to and from conventions and for regular preaching activities during the convention, so you may present the good news at all opportunities.

Memorandums Available

Congregations desiring information on ownership of Kingdom Hall property by trustees or corporation may write to the Society's legal office for a copy of *Memorandum on Kingdom Halls.*

Brothers desiring information on preparation of wills and deeds may write to the Society's legal office for a copy of *Memorandum on Gifts and Wills.*

Memorial Report Correction

In the article "Attend 1955 Convention" in the June *Informant* paragraph two said there were 244,959 who attended the celebration of Memorial in the United States and Canada. The correct combined United States and Canada attendance is 281,562. There were 36,603 in attendance in Canada and 244,959 in the United States.

Practicing True Love . . . (*Cont'd*) largely upon the support that we give to Magazine Day activity and our being magazine-minded at all other times. Are you as a congregation publisher reaching your goal of nine each month? As a circuit or district servant or regular pioneer, 90 a month? As a special pioneer, 110? Keep on placing magazines.

[5] One other point to keep in mind: report your field service. We shall be traveling about considerably either to or from an assembly or, as many will, working unassigned territory, so we should make definite arrangements to report our field service either personally when we attend our congregation meetings or, if we shall not return before the end of the month, by mailing our reports to the congregation servant in sufficient time for them to be counted.

[6] True love must be practiced as well as preached to be a practical force in our lives. So display that true love every day and in every way and it will become perfect, acceptable to Jehovah.

European Convention Travel Information

[1] The date of the first departure for Europe is rapidly approaching. Many brothers will be leaving from Quebec city on July 14, 1955, aboard the chartered steamships. Two special trains are arranged to carry passengers who desire the service directly to shipside. One train is scheduled to depart from Grand Central Terminal, New York city, 8 p.m. (Eastern Standard Time), July 13, 1955. No special tickets are required; just be sure when you purchase your rail ticket that it is routed by way of the New York Central, Delaware and Hudson, and Canadian Pacific. Another special train is due to depart from Central Station, Montreal, 10 a.m. (Eastern Standard Time), July 14, 1955. Tickets for this train should be routed over the Canadian National Railroad. Both trains will take passengers to shipside. These will be the last trains to arrive in time for the sailings. It is not required that ship passengers take the trains; the trains are arranged for the convenience of those who travel by that means.

[2] Tickets for travel between Southampton and London will be available aboard ship. Tickets for travel between Nuremberg and Bremerhaven (for "Arosa Kulm" passengers) and between Stockholm and Gothenburg (for "Arosa Star" passengers) will be sold on the respective ships. No special trains are arranged for travel between Stockholm and Amsterdam.

[3] All chartered air flights from New York will leave from Idlewild International airport, New York city. All flights from Montreal will depart from Dorval airport, Montreal. Passengers should check in at the airport of departure at least one hour before flight time. Further details will be provided air passengers when tickets are delivered.

[4] All convention delegates traveling under the Society's arrangements should understand that no changes will be made in Europe.

[5] All special trains in Europe are now filled and no further orders for the trips can be accepted. If applications were not pinned together at the time passengers submitted their orders, the Society cannot guarantee that groups will be assigned together on the trains.

Legal Notice

Brothers above the age of 26 whose draft boards are ordering them to do service instead of giving them the V-A classification should write to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York, for a memorandum. If classified V-A it is not necessary to write.

Telephone Listings

[1] As the mushroomlike growth of Jehovah's organization continues the need becomes more acute for persons of good will to be able to locate Kingdom Halls. Many inquiries for Kingdom Hall addresses are received at the Brooklyn office from people of good will who have read literature, know one of Jehovah's witnesses in another town, or have some other contact and desire to attend congregation meetings. With Jehovah's witnesses' continually being in the news, items in the press may stir the curiosity of some and they may wish to locate the congregation. Others may wish to contact Jehovah's witnesses to conduct funeral services, have questions answered, etc. Also, when traveling or vacationing in another city brothers may desire to attend meetings. How can Jehovah's witnesses be contacted if the Kingdom Hall addresses are unknown and the congregation does not have a telephone?

[2] In order to fill this need a number of congregations who do not have a telephone at the Kingdom Hall have taken advantage of the opportunity to use an additional telephone directory listing. The congregation servant (or member of committee) having a telephone at his residence also lists it under the name "Jehovah's Witnesses." This additional listing in the alphabetical directory may be secured for a small charge by calling the business office of the local telephone company. Also, some congregations who have a telephone at the Kingdom Hall have an alternate call listing (the residential number of the congregation servant or member of the committee), since generally no one is at the Kingdom Hall to answer calls except during meeting hours.

[3] Brothers should not conclude from this article that the Society wants congregations to go to the expense of putting a telephone in the Kingdom Hall. Rather, it is to make known the telephone company's alternate listing arrangement should any desire to take advantage of it. It is suggested congregations use the name "Jehovah's Witnesses" in listing telephone numbers.

YOUR SERVICE MEETING

Organizing Interest in Isolated Territory

Chairman (2 min.) Shows need for working isolated territory. (Matt. 24:14) However, do not work only to place literature, but endeavor to organize interested ones for study and preaching after publishers leave area. Observe following demonstration.

SCENE I (3 min.) Publishers have worked their isolated territory and have a number of back-calls lined up where interest has been manifested. They do not want to leave territory without something definitely established as a result of their efforts. They want to organize those of good will so that they can carry on by themselves. These publishers talk over possible homes that would be good to use for organizing a group. They discuss idea of having a 45-minute public talk at a home, followed by a short 15- to 30-minute Bible study, to get new ones started studying. Several good-will persons seem to be likely prospects for going right on to maturity.

SCENE II (8 min.) Brother calls on home where he had started private study and where a considerable amount of interest makes this a most likely home for this meeting. He explains that his work in the area must soon come to an end and that he desires to gather together all who are interested in the Bible, such as they, and have a talk, followed by demonstration of best way to study Bible. He explains advantage of having group in community who serve God in unity, and gives real encouragement to family to open their home as a place where the group might meet for purpose of Bible study. Family agrees to hold meeting and study at their home.

SCENE III (8 min.) Three fast-moving scenes show other publishers calling to invite their interested persons to meeting. One offers excuse he will be unable to attend, so "Watchtower" subscription is placed with him so he will have communication with Society. Two other persons, after matter is well explained to them by publishers, agree to attend.

SCENE IV (8 min.) Scene opens with public talk just ending and chairman explaining to group the advantage and necessity of regular group study of Bible. He then starts model study in "Let God Be True". Scene then flashes to end of study. Brother explains that they can carry on with study very easily and suggests that the man at this home conduct the study. Then brother says he will write to them and visit them once a month or whenever possible. He also describes the provision made for the circuit servant to visit them when the circuit servant serves the nearby congregation. Good-will persons express appreciation for arrangements and agree to carry on as well as they can, confident God's blessing will be upon their efforts.

Chairman (1 min.) By applying the above, good-will persons will be organized to receive additional help and attention in order to become mature praisers of Jehovah.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

May Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	309	147.9	56.4	6.9
Pioneers	4,995	95.8	31.0	4.3
Vac. Pios.	230	93.3	26.4	3.4
Cong. Pubs.	167,776	9.8	2.9	.5
Total Pubs.	173,310			

Public Meetings Held: 12,463

Recognizing the Theocratic Organization for Life

Apply Convention Counsel Right Away

[1] Who among men recognize and honor Jehovah's organization? Only Jehovah's true and loyal witnesses, for they alone know it is necessary to gain life. People of good will must learn to recognize Jehovah's organization as his provision to help them render true worship. As Jehovah's servants, we must help them learn of the theocratic organization and how to work with it.—1 Sam. 2:30, *AS*.

[2] With the abundant spiritual food received at the "Triumphant Kingdom" Assemblies all publishers are well prepared to do just that! Start applying assembly information right away so it will not be forgotten. By putting it into practice all of us will be better ministers.

[3] Knowing that recognizing the theocratic organization means actively working with it, all will support local service arrangements. During August use the latest book and booklet in stock on a contribution of 50c.

[4] August concludes the service year. Will your congregation average a 10 per cent increase for the year? Let all be active in August and assist new ones. Also, remember to mail your report to the congregation should you be away at the end of the month.

[5] For many young publishers August is the final month of vacation. Young ministers, use the month wisely by spending the maximum time you can in field work. It will be the last month of vacation pioneering for many, while for others it will be the start of their pioneer service. To be sure, many will take to heart the assembly admonition and make adjustments in order to pioneer. Will you be one of them? This is one of the best ways you can show that you recognize Jehovah's arrangements and can aid others to recognize the theocratic organization for life.

Notice to Ministers

Ministers who have cases before draft boards or who will have dealings with the Selective Service System in the near future should check to see that they have the booklet *Procedure of Jehovah's Witnesses Under Selective Service* and the *Memorandum to Jehovah's Witnesses Concerned with the Draft*. If you do not have them you may order them now. A contribution of 10 cents and postage should be sent to Hayden C. Covington, 124 Columbia Heights, Brooklyn 1, New York.

Publications Now Available

Booklets

Christendom or Christianity —Which One Is "the Light of the World"?—French, Greek, Japanese

Preaching Together in Unity —Spanish

Books

"Let God Be True" (Second Edition) —Finnish

What Has Religion Done for Mankind?—Finnish, Hollandish, Zulu

"Make Sure of All Things"

Evolution (page 112 to Job 39 on page 116)

Discourse by mature brother. It should be easy to follow and, in addition to defining evolution, should point out how the doctrine is illogical from Scriptural and scientific standpoints.

To All Conventioners... (*Cont'd*) the witnesses came to my door seeking rooms I was glad I could accommodate two conventioners. I was unaware of who Jehovah's witnesses were or of the purpose of the convention.... I accepted my paying conventioners' invitation and went to hear the main lecture. It sounded very good.... When the witnesses who had obtained the room from me called back, I started studying...." Today this householder is an excellent pioneer!

[3] This is not an isolated case. Hundreds of times householders have been introduced to the truth through convention rooming activities. So, Kingdom publisher, take advantage of all opportunities to talk truth to your householders. Invite them to attend assembly sessions with you. Set a good example in speech and conduct through your stay. Place literature with them and before and after leaving express your thanks and appreciation. Shortly after the assembly local publishers will make calls on all householders who accommodated conventioners. Undoubtedly they will be privileged to start many home Bible studies with householders and before long some of them will be active Kingdom publishers.

CONGREGATION ORGANIZATION

Giving Consideration to Baptism

[1] Persons of good will desiring and anticipating salvation in this day of judgment should consider this subject of baptism now. Baptism and that which baptism pictures were essential to salvation in the former judgment periods of Jehovah's people.—1 Pet. 3:21; 1 Cor. 10:1, 2.

[2] Today we are living in the greatest judgment day of all times. What consideration are we required to give to baptism today? Baptism in water, made in the presence of witnesses, shows to others that you recognize yourself a sinner and that henceforth you are going to do the will of Jehovah God as exemplified and commanded by Christ Jesus.—Ps. 40:7, 8; Mic. 4:1-5; Luke 9:23; 1 Pet. 2:21; 4:1-3, *NW*.

[3] The covering cherub publicly repudiated Jehovah. Our first parents similarly repudiated Jehovah. For this they were condemned and cast out of Jehovah's holy family. All the offspring of our first parents came into existence in this condemned state. The Devil would have you believe that the question is whether you are good enough to dedicate your life to Jehovah God or not. No one of Adam's family is that good. (Rom. 3:1-12, *NW*) The issues are: Whose side are you on? Are you on the side of Jehovah God and his righteous ways, or on the side of the rebel, Satan the Devil? If you are on Jehovah's side, are you prepared to take your stand for Jehovah publicly and manifest it before all by dedication and baptism? This decision must be made now and quickly, because we are approaching the climax of this judgment day: Armageddon.

[4] Some disquieting facts are revealed in the analysis of the congregations' reports. There are many thousands of publishers who engage in the Kingdom service in the United States who have not been baptized. Some are newly interested ones; others are children. But after making allowance for these, there are still thousands of adults who should be giving serious consideration to this subject now who apparently are not doing so. Presumably they see the issue and are at the point where they should declare themselves in this great crisis. Remember, it is necessary to become a follower of Christ by dedication and baptism in order to be in the way of preservation.

[5] These facts should be called to the attention of the congregation, that all may seriously consider the matter and examine themselves. None, of course, should be baptized unless they are dedicated to Jehovah God. None should dedicate themselves until they count the cost and decide that they are prepared to meet the issue on Jehovah's side. But, having seen the issue and made their dedication, then they should declare themselves before witnesses by being baptized.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

AUGUST, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

RECOGNIZING THE THEOCRATIC ORGANIZATION FOR LIFE

Aid Others to Recognize and Work with It

Finish Out Year with Increased Activity

[1] Our humble and loyal recognition of the theocratic organization means zealous action, faithful submission and co-operation with it. In turn, this results in our being fully fed, satisfied and being granted blessed privileges of service. What a happy, gratifying relationship! And it leads to life!—1 Sam. 2:30, *AS*.

[2] August brings to a close the 1955 service year. Bend every effort to make it a well-rounded-out month of theocratic service. For many it will be the concluding month of vacation pioneering and the last month of summer vacation. Make good use of the time by spending the maximum of it serving Jehovah. An avenue of service for all this month will be regular participation in house-to-house work, offering on a 50c contribution a book and a booklet. Congregations will see that all associated ones, including new publishers, are helped to preach and advance toward maturity as qualified ministers.

[3] The "Triumphant Kingdom" Assemblies will be past for most publishers, but not the fond recollections. It should be a memorable event, truly a wonderful occasion. A bountiful feast spread with instruction and counsel! How much richer spiritually all who attended should be! For the benefit of those who did not get to attend, and for a refreshing reminder to all who did, it is suggested that congregations arrange to devote some service meeting time to discussing convention activity.

[4] The remaining long summer evenings are an excellent time to do magazine work for an hour or more from service centers before congregation book studies. Use thirty- to sixty-second presentations when making the magazine offer. Reports continue to pour in relating the success had in this work and numerous joyous experiences publishers have engaging in this service just before the study.

[5] All who recognize and submit to theocratic organization will work unselfishly to help others find the way to please Jehovah and thus gain life and happiness. These will co-operate by serving the truth to others at every opportunity, from door to door, before congregation book studies, through back-calls and home Bible

(*Continued on page 2, col. 1*)

Wise Distribution of Literature

Use Literature Discreetly

[1] Lovingly Jehovah provides his servants with Bible literature to use in conjunction with their ministry. It is our responsibility to distribute it wisely and in a uniform manner so that the best results may be attained in the preaching work.

[2] The literature that we present to the people should be clean, unused and, in the case of magazines, current. If we offer literature that is dog-eared, frayed or dirty, an unfavorable reflection is cast upon the message and the preaching activity. Let the literature you carry be a praise to Jehovah and demonstrate the cleanliness of his servants.

[3] The Society makes the arrangement for books, booklets and magazines to be placed with people on a cost basis. The contribution asked is so small that most persons can easily afford to give the amount suggested. By contributing for the literature people are inclined to put a higher value on it than they do if it is given free. If, however, you find sincere, honest-hearted people who are eager to read the literature, but are really too poor to give even a small contribution, then, of course, exceptions may be made. Generally speaking, tracts are what Kingdom publishers will give free to people manifesting some interest and they should be carried for that purpose. Always carry tracts with you and use them when the opportunity arises.

[4] When calling at people's homes or while you are doing magazine street work it is better to offer the books, booklets and magazines and mention the contribution they can make toward our work than to give literature away free to the people. In some cases it has been found when brothers have indiscriminately given literature to people, other brothers working the territory later properly presenting and asking a contribution for the literature have been told by householders, "I've always been given the literature free before." This, of course, results in confusion. Also, some religious organizations encour-

(*Continued on page 2, col. 2*)

A CAUSE FOR CONCERN

Why has the number of pioneers been dropping steadily? What has caused and is causing the number of pioneers to drop continually while the number of congregation publishers climbs steadily? Look at the pioneer figures.

	Vacation		Regular		Special	
	1954	1955	1954	1955	1954	1955
April	253	226	5,392	4,932	309	317
May	403	230	5,276	4,995	327	309
June	1,145	425	5,344	4,906	312	296

A goodly number are enjoying the work! Why do not more of you have this pleasure? Are old-world interests more attractive? They will not pay. Pioneering is still one of the most honorable and worthwhile works on earth today. Surely many thousands could be active in pioneer service, and yet are not. Why? Pioneering is for everyone, the anointed and the other sheep class. If you can possibly arrange to be in this service, do not put it off, thinking it is for someone else. It is for you! If you qualify for the pioneer service, write for an application. Start pioneering now!

Special Booklet Report

All congregations and isolated publishers should report on their August monthly report card how many clergymen were mailed copies of the booklet *Christendom or Christianity —Which One Is "the Light of the World"?* and how many copies were sent to editors of periodicals.

Around the World with Jehovah's Witnesses

Working Isolated Territory

Jehovah's witnesses are eager to preach 'this good news of the Kingdom in all the inhabited earth in fulfillment of Matthew 24:14 (NW) and thus rejoice to serve people living in unassigned territory as well as those living within the bounds of their assigned territory. As in previous years, many of the other sheep living in unassigned territory will be located by publishers and they will respond to the Kingdom message. (270)

In addition to making new contacts in unassigned territory many publishers will be returning to territory previously worked. In these cases every effort should be made to render further assistance to good-will persons previously contacted. Most likely you will be received as were publishers in Alaska. (74)

Within the last year and a half the Society has directed special pioneers into many unassigned territories in the U. S. A. and other countries. The results may well be illustrated from the report from Colombia, where three new special pioneers organized a congregation and within a year there were twenty publishers and a new local pioneer. (123)

Unusual conditions in various parts of the world sometimes make it quite difficult to reach unassigned territory. But to exert the effort to reach and work the territory brings most gratifying results, as you can read on pages 219 and 220. A witch doctor becomes a Kingdom publisher, a public talk draws 293 persons, more than twenty new congregations are enrolled and many scores of groups of isolated persons are formed. Read, too, the most unusual experience of finding a lost congregation of sheep.

Literature Inventory

Two Literature Inventory forms are being sent to each congregation with this *Informant*. An actual-count inventory of literature is to be taken on September 1 and recorded on these forms accurately and completely. All pioneers associated with congregations will take a count of their literature and turn in to the congregation literature servant a signed slip showing how many books and 32- and 64-page booklets they have. The total for all pioneers associated with the congregation will be shown at the bottom of the Literature Inventory form. The congregation servant should check with the literature servant to see that the inventory is properly taken and give him help if necessary. Send the original to the Society not later than September 3 and retain the duplicate for your files. The results of this inventory and the latest statement of the congregation's standing with the Society should be read to the congregation.

Recognizing the Organization (*Cont'd*)

studies. Pioneers and publishers alike will use and apply the good counsel given at the conventions. Thus all will recognize and work with the theocratic organization for life.

Presenting THE GOOD NEWS

Vary Your Sermons

[1] Variety is the spice of life! Sameness produces monotony and monotony is unnatural as well as uninteresting. On the other hand, the handiwork of Jehovah is ever fresh and new because of its variety. The alert theocratic minister will make his Bible sermons live by following this same principle in presenting the good news from house to house.

[2] Using a variety of three- to eight-minute Bible sermons will enable you to put more warmth, feeling and enthusiasm into your discussions at the doors and you will not grow tired of what you say because of repeating the same sermon or become stereotyped or mechanical. Also, it will help you fix many different scriptures in your mind that you can recall in future discussions, and make you more familiar with God's Word.

[3] As offers change, so should our sermons. New Bible sermons can be made up from the publication we are presenting by our choosing a theme, then selecting three or four scriptures from an article or chapter to support the theme. "*Make Sure of All Things*" is a ready, unending source, as the scriptures on various interesting subjects are already prepared for us. The scriptures in our sermons can be jotted down on the flyleaf of our Bibles or put on little cards, which can be kept close at hand until we have them well in mind. Also, Presenting the Good News sermons and those in Your Service Meeting column may be cut out of the *Informant* and carried in our Bibles for ready reference. Of course, all sermons should be practiced before they are used, so they can become our own.

[4] Householders will appreciate this variety of sermons and will want to listen to the different material you have each time you call. Even when the territory is covered often, if your sermons change along with the offers it will be like working the territory for the first time. Although some might say, "I'm not interested," on your first call, by changing your sermons perhaps you may kindle a spark of interest or strike upon a subject they would like to know more about.

[5] Variety does add spice to life and it will also add effectiveness to your Bible sermons as you faithfully present the message of life.

Wise Distribution . . . (*Cont'd*)

age their people to accept all the free literature they can get and then burn it as a means of stopping the spreading of the message.

[5] Use current issues of *The Watchtower* and *Awake!* when engaged in the house-to-house work, store-to-store work and on the streets. Do not allow the magazines to accumulate. Participate regularly in Magazine Day activity so copies will not be left to stack up and become old. Be magazine conscious. While they are yet current, place them; do not waste them.

New Circuit and District Servant Talks

Starting September 4, 1955, circuit servants will give the public talk "How Bible Principles Apply to Your Life." The new public talk to be given by the district servant at circuit assemblies starting in September is "Overcoming the Fears of This Generation."

[6] Appreciating the value of the Bible literature Jehovah has so lovingly provided, let us all wisely distribute it to the people in accord with the suggestions of the Society.

Correction for *You May Survive Armageddon into God's New World*

The sixth line on page 270 is incorrect. Below, in the same size print and style of type as used in the book, are the first six lines of page 270 the way they should appear in the book. You can cut these six lines out and paste them over the section in the book containing the mistake, so that your book will read correctly.

> him to shake the heavens and the earth of Satan's organization to pieces that Jehovah the God of Jacob or Israel may alone be exalted. He has already shaken all the nations, shaking them by the world-disturbing restoration of his spiritual remnant in 1919 and by the preaching of his witnesses

YOUR SERVICE MEETING

Convention High Lights

Part I (16 min.) Two brothers will summarize the program of the assembly they attended, one talking on the first three days and the other, the last two days. These talks should deal with points made in the discourses at the assembly, showing the need of applying the information in our ministry and personal lives. The publications released can be displayed and their future usefulness in the ministry briefly explained. Such things as the number baptized, attendance on the different days, the unity and harmony displayed, etc., can be brought in to fill in the program details. The thought behind these talks should be that we are not to forget the assembly and its spirit, but to carry it on into the field so that others may share it with us. Also, persons who could not attend will be enlightened and those who failed to appreciate the importance of attending will be made to know what a treat they have missed and be encouraged to plan for the next assemblies that will be provided.

Part II (8 min.) Experiences from the audience will be entertained. The brother in charge of this part will arrange to have a variety of experiences related, by talking with various brothers beforehand and then calling particularly on those whom he knows will offer a stimulating experience to the audience. Others can also be called for if time permits. Experiences dealing with traveling to and from the assembly, talking with people the brothers stayed with or interesting contacts made with brothers from other places or with persons of good will could be used; however, personal impressions made by the talks and the assembly itself would also be beneficial.

The Training Program

(This demonstration should be scheduled on the second or third service meeting program in the month.)

Chairman (4 min.) Gives short talk recounting blessings received during the past service year. Highlights new truths set forth in "The Watchtower," at conventions and particularly the training program arrangements made through the organization to focus more attention on the individual minister, making him more efficient. Shows how Jehovah has directed his people to have tighter and closer-knit organization, so more help can be given each one. He reviews progress that the local congregation has enjoyed in carrying out the training program so far and tells of further prospects and blessings that will result during the coming service year if all co-operate with training program.

SCENE I (8 min.) All study conductors, in round-table discussion, report on progress made at service centers as to training program arrangements. Show how some publishers have made excellent progress and are now in position to aid others who need assistance as well as new publishers. They discuss plans for greater improvement for the coming service year. With "Triumphant Kingdom" Assemblies and vacations over, all are able to work closely together to expand true worship. Conductors lay before publishers the arrangements for service activity so that they will be able to co-operate. (In congregations having only one or two service centers other servants may assist in this discussion.)

Chairman (1 min.) Some are still not too familiar with procedure to follow when training another publisher from house to house. To get clear picture of what to do let us illustrate by demonstration.

SCENE II (10 min.) This scene shows study conductor working together with less mature publisher in door-to-door work. Study conductor gives witness, using simple, easy-to-follow four-minute sermon, which arouses and holds attention of householder. Offer is accepted and arrangements are made for return visit. Between doors conductor discusses points of effective witnessing with less mature publisher. Less mature publisher gives witness at next door. Makes fair presentation, after which study conductor makes encouraging remarks. Tells him presentation was quite good, then kindly and tactfully offers loving constructive counsel and suggestions for improvement, such as to follow theme, use Bible more, make comments to the point, let householder see scriptures and place literature in hands of householder, etc. Suggestions are well received by less mature, who eagerly awaits trying them at next door.

Chairman (2 min.) Sums up by showing need for keeping this practice up throughout service year and outlines blessing to be expected as a result.

CONGREGATION ORGANIZATION

Our Goal in the Ministry

[1] How is the training program progressing in your congregation? It would be well to take stock and see what adjustments are necessary from time to time and determine who have progressed to the point where they do not need specialized assistance and can work alone or be assigned, in turn, to assist someone else.

[2] Remember our goal: To aid less mature ministers to be mature house-to-house publishers; and this means being able to witness alone from house to house and follow up the interest effectively with back-calls and home Bible studies. To accomplish this we must utilize the training program to the full. The more mature publisher will need to prepare himself, to teach effectively by example and to give constructive suggestions for improvement. Likewise, the less experienced publisher will be diligent in absorbing and putting into practice the suggestions that he receives. Every opportunity to share in the service under this arrangement should be taken advantage of. They are "companions in service" and should make the best schedule in order to share in the service together as often as possible.

[3] Since many publishers are working together under the training program, are we to conclude that it is recommended and advisable even for two mature publishers to work together in the house-to-house work? No, the goal is to aid each publisher to progress to the point where he can effectively witness from house to house without assistance. Our commission is to preach the good news and make the best use of our time and resources. We can reach more people, cover more territory, make more back-calls and aid more persons of good will to study Jehovah's Word if each mature publisher works by himself, except where conditions in the territory seem to make it advisable for two to make calls together. So when not training a less experienced one mature publishers should work alone.

[4] From time to time the circuit servant or congregation servant will be making adjustments in training-program assignments. Count it a privilege to share in this divine provision when invited and count it a blessing from Jehovah if you are one given the opportunity to receive assistance from one more experienced in the ministry. Take the assignment seriously as from Jehovah, for he now is providing for his people in various ways. The King is ruling! The Kingdom is in operation! On earth the King has given "some as missionaries, some as shepherds and teachers, with a view to the training of the holy ones for ministerial work." (Eph. 4:11, 12, *NW*) Are you taking full advantage of the provisions made by Jehovah through his organization in order to be a mature, effective house-to-house publisher?

"Make Sure of All Things"

Evolution (page 116, starting with Gen. 1: 26-28, to page 119)
Back-call on college student where subject of evolution was discussed before. Scriptures used to show man did not evolve from lower animals, how imperfection and death degraded man and the folly of believing doctrine of evolution.

Do Not Neglect to Report

If you are away from your home congregation at the end of a month, send your report slips to the congregation servant by mail just before the end of the month. Do not become an irregular publisher because you neglected to report.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

June Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	296	131.4	46.8	6.5
Pioneers	4,906	88.7	28.6	4.1
Vac. Pios.	425	89.0	18.2	1.9
Cong. Pubs.	154,458	9.1	2.8	.5

Total Pubs. 160,085

Public Meetings Held: 9,040

Sociables and the New World Society

[1] From a number of places in the country, east and west, inquiries have come from brothers disturbed and uncertain as to what to do. This is in regard to arrangements that some congregations are carrying on for the holding of special sociable affairs, not only a local congregation backing them up with the approval of the congregation servant, but also inviting other congregations of the city or congregations in neighboring towns to join in, irrespective of their service arrangements or schedule. Even special announcements and feature programs are printed and distributed and invitation forms sent out for the congregation servant to sign. The ostensible purpose of such sociables is to get acquainted. "Hi there . . . JW's . . . Let's Get Acquainted" is how the front page of one invitation reads.

[2] The effort to ring in the congregation's sponsorship and backing on the affair is causing a division among the friends. Rightly, many question the fitness of involving a congregation and the use of its facilities in order to ease the consciences of everybody.

[3] Sociable get-togethers are and must remain strictly private affairs. The theocratic organization has appointed no entertainment servant for any congregation and will not do so. If our meetings at area group studies, Kingdom Halls, circuit, district, national and international assemblies do not enable us to assemble together regularly and get acquainted, then those who do or do not attend these gatherings are missing out on their privilege of mixing with their many brothers in a most wholesome, spiritually upbuilding, service-advancing atmosphere that is very refreshing.

[4] These sociables do not correspond with the "love feasts" of the first century. Those feasts were not for entertainment and diversion, and they came to be abused and taken advantage of for wrong purposes. (Jude 12) In these last days we must guard against becoming "lovers of pleasures rather than lovers of God." We must guard against the forming of cliques and the mixing of groups just according to their age or their physical energies and abilities. We must guard against the deteriorating of our comings together from the high, theocratic, safe, beneficial plane to where the occasion takes on an appearance no different from that of a worldly group meeting for like diversional, entertainment purposes. We must not put the New World society in a bad setting or light. If individuals want to arrange among themselves a party aside from their service activities, that is a private, individual, not congregational matter, to be acted upon according to individual consciences and not with any congregational sanction or pressure behind it, putting some in an embarrassed position because of not falling in line for conscientious or other reasons, even when admission to the event is free and only contributions are accepted. None are to be criticized as self-righteous or extreme or one-sided because of choosing to keep their service responsibilities first on such entertainment occasions.

[5] Hence Kingdom Halls are not to be used for such entertainments. Announcements are not to be made from the platform or over the microphone or by bulletin boards or by the distribution of handbills or programs at meeting places. No official sanction is to be given or sought by trying to prevail upon the Society's appointed servants to subscribe to such in writing or making announcements at meeting places. The servants and the congregational facilities are strictly for service purposes.

CONGREGATIONS MAY REQUEST FILM SHOWINGS

[1] While the film "The New World Society in Action" will no longer be shown at circuit assemblies after the first part of September, the Society knows that a great number of congregations are still desirous of having the film shown locally. Therefore, the following arrangement has been made for the various congregations desiring to have showings to put on well-advertised public meetings.

[2] Each circuit servant will ascertain what congregations in his circuit are desirous of putting on well-advertised public meetings with "The New World Society in Action." He will keep a record of these congregations and as soon as he knows when the district servant is to serve the circuit he will contact congregations near the circuit assembly location that want to have the film shown and set up a tentative schedule. He will send the schedule to the district servant for approval and upon getting it back from the district servant he will advise the congregations scheduled for showings to make definite arrangements, which, among other things, will include proper and complete advertising work with handbills. Use the regular handbill order blank when submitting an order for the handbills.

[3] Advertising the film with handbills for various evenings of the week has been very successful and effective throughout New Jersey, New York, Connecticut and Eastern Pennsylvania. We feel it will be just as successful in other parts of the country as circuit and district servants and all congregation publishers enthusiastically get behind these special arrangements that have been made so that all people will have opportunity to see "The New World Society in Action."

Maintaining Sanctity for Theocratic Warfare

Follow Up Placements

[1] "Jehovah's witnesses are at war!" This may sound strange to some, but not to God's servants, who realize that true Christians today have the greatest fight of all history on their hands. Their spiritual warfare has been sanctified by the living and true God, Jehovah. As they assume their proper station it behooves all of Jehovah's servants to maintain sanctity for theocratic warfare.—Deut. 23:14, *NW*.

[2] As Jehovah's theocratic warriors begin a new service year greater zeal and determination will be shown. During September we shall continue to present one book and a booklet on a contribution of 50c. How are we doing in placing the book-and-booklet offer? Have all placed at least one or more books?

[3] Placing literature is only the first step in feeding the sheep. Therefore, return visits are essential. When calling back use ten- to fifteen-minute sermons, which serve excellently in starting home Bible studies. Whether working city or rural territory, note placements on House-to-House Record forms so interest located can be properly nourished. Strive for the goal of conducting at least one home Bible study.

[4] Jehovah is a fighter, and his people are likewise! Having Jehovah's backing, let us aid still others to join us in maintaining sanctity for theocratic warfare.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

SEPTEMBER, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

MAINTAINING SANCTITY FOR THEOCRATIC WARFARE

Be Regular in Back-Call and Home Bible Study Work

Keep Training Program Organized

[1] War is declared! Everyone who has taken his stand on Jehovah's side must fight. Yes, fight against wicked spirit forces that try to corrupt the minds of Christian warriors. Victory is assured to those who remain in Jehovah's camp, set apart for sacred service with minds devoted to holiness.—Deut. 23: 14, *NW*.

[2] Thousands languishing in Satan's mental prison camps are yet to be set free by the truth. The truth must be taken to them to help them escape, and renewed in our minds to keep us from being taken captive ourselves. How necessary then to use wisely at least two hours of our time every Sunday morning in the house-to-house work, finding enslaved ones and then to follow that with an hour or more making back-calls or conducting home Bible studies, to build up interested ones in the truth! The literature offer will continue to be any book and booklet for 50 cents.

[3] Servants should take stock of the training program to make sure it is being fully carried out by all. Theocratic companions, with assemblies over, will strive to engage in the service together as much as possible, putting the good things learned at the assemblies into operation.

Increase Bible Studies

[4] Making back-calls and conducting home Bible studies are a must for every one of Jehovah's warriors. Engaging in these features of service just "now and then" will not make our ministry successful. As the November, 1954, *Informant* told us, a spot check of one area showed only 22 per cent of the brothers made back-calls regularly, and 8 per cent of the publishers conducted studies regularly. A recent cross-section analysis reveals that some progress has been made. The percentage of the brothers now making back-calls each month is 28.3, and 13.5 per cent conduct studies regularly. But are not these figures entirely too low when we take into account the assistance that could be rendered mentally enslaved people through these avenues of service?

[5] Be alert to increase your activity in this work and help others to take part in it. Be sure you are one who regularly conducts at least one home Bible study each month.

[6] We must be conscious, too, of our magazine activity. Building our new factory is proof of expansion in the magazine field. However, much greater expansion will be realized when each one of us is magazine-conscious and places his quota of magazines each month. Take full advantage of Magazine Day and every other opportunity to keep the magazines before the people.

[7] Jehovah's clean worship will triumph in this warfare against Satan's demonic forces. There is no question of that! The question is, Shall we survive to enjoy the victory? The answer depends on our actions to maintain sanctity now in order to have Jehovah's blessing upon our theocratic warfare.

New Service Year Prospects

Things to Have in Mind at Start of Year

[1] As we begin the new 1956 service year it is profitable to get a clear perspective of our goals for the year. Our over-all objective is to increase house-to-house witnessing, do it more effectively by using Bible sermons, call back to start home Bible studies and have a greater share in magazine service. This means each individual publisher will have to give more attention to becoming more effective in the ministry and congregations will have to intensify the program for aiding new and irregular publishers to improve. The data set out below will help us see where improvement has been made in 1955 as well as detect where improvement is needed.

[2] An analysis taken during April and May by the Society shows that 79 per cent of the total publishers share in house-to-house preaching. This is good, but a further analysis shows that 66 per cent make back-calls: 28 per cent regularly, 38 per cent irregularly; that 34 per cent conduct home Bible studies: 13 per cent regularly, 21 per cent irregularly. Most of the back-calls and home Bible studies are conducted by a few publishers, in comparison with the total. Surely there is a great need for more publishers to feed the sheep through these avenues of service!

[3] Of the total publishers, 64 per cent participate in the service regularly. This means that 36 per cent do not publish every month, but allow various things to interfere with their service. Each one should be regular and dependable in supporting field service arrangements. Congregations should have definite arrangements to assist irregular publishers.

Magazine Service

[4] Magazine distribution continues to increase. In 1954 the congregation publishers averaged 6.5 magazines a publisher each month. So far this service year each congregation publisher has averaged 7.4 magazines. Pioneers are averaging 54.7 toward their 90-a-month goal and special pioneers 63.1 toward their 110 each month. The analysis shows only 56 per cent share in magazine distribution. Thus only a little over half of all congregation publishers share in magazine activity. Improvement should certainly be made (1) by each publisher's working to reach and exceed the goal of placing nine magazines each month and (2) by publishers not now sharing in magazine distribution making arrangements to do so regularly. Where necessary, assistance should be given to those not sharing in magazine distribution.

[5] This analysis provides the basis for all of us to see what has been done and where improvement is needed. As we determine to become more effective and regular in our service to Jehovah we look ahead to more and

(*Continued on page 2, col. 1*)

Around the World with Jehovah's Witnesses

Make Return Calls

Back-calls are a provision Jehovah God has made for his servants to assist godly ones toward deliverance. After placing literature with householders, publishers should be diligent to make return calls and help good-will people "get the sense" of the Kingdom message.—Matt. 13:19, NW.

A fervent Catholic lady obtained a copy of "Let God Be True". On reading in it that statues and objects of this kind are nothing but vain idols, she became very cross. She went to her confessor and confessed her sin of having read a book not approved by her religion. What happened? The alert publisher who made the placement made return calls and today the formerly Catholic lady is a regular publisher. (Algeria, p. 150)

Appreciating the need of making return calls a brother, who met with an accident before he could make a back-call, arranged for another brother to make the call. As a result the good-will person now regularly attends meetings. Was the woman ever contacted before? Yes, but she had waited six years for another call. (Bermuda, p. 75) Do you make your calls promptly?

New publishers early realize the need of making return calls, for it was by being called on themselves that they were assisted toward deliverance. Thus a new publisher in unassigned territory writes: "I should be grateful to you if you could give us the names and addresses of the persons who took publications from you." (France, p. 148)

When good-will persons move and their new address is known, it should be forwarded to the next congregation. Often it results in experiences like those found on page 201.

Service Year Prospects (*Cont'd*) better ministerial service. By the end of December each congregation should have reached a 10 per cent increase in publishers over the average of 1955. Then in April we shall be working for the 20 per cent peak of publishers.

[6] The New World society is ever-expanding and we want to advance with it. There is every reason to believe that the 1956 service year, which holds out many prospects for praisers of Jehovah, will prove to be a grand year of increase as Jehovah showers his unlimited blessing upon the faithful ministry of his people.

Watchtower and *Awake!* Bound Volumes

Orders may now be placed for the 1955 bound volumes of the *Watchtower* and *Awake!* magazines. All orders should be in the Society's office by November 1, 1955. It will be appreciated if publishers order volumes through the congregation so all orders for a congregation can be combined. The cost for each volume is $2. Remittance must accompany the order. If your address changes before the order is filled and you have sent in your order direct, then please be sure to send in your change of address for mailing the volumes ordered.

Presenting THE GOOD NEWS

Capturing Interest with Your Introductions

[1] The Kingdom message is startling! It is heart-cheering, thrilling, urgent, a matter of life or death! We *know* that. But in our door-to-door ministry how can we *say* it, quickly, tersely, in those all-important first few sentences, so we can break through that seemingly impenetrable barrier of prejudice and cold disinterest and have the householder listen further?

[2] With a stereotyped introduction that is very businesslike, cold and impersonal, not quite getting down to the real reason for the visit or how the message applies to the householder, only the exceptionally polite ones will listen, and then they may not 'hear.' But what householder would not be startled for a second and listen further if you should begin by saying, for example: "Good morning. I am looking for people who are interested in living forever"? Or what householder would not be pleased if you said: "I have a message for you that is so important that I am delivering it to you personally"?

[3] But once you have made a personal appeal to the householder, you must follow through and not disappoint him. Continue to remind the householder throughout that you are there to talk to him and that what you are saying applies to him. This can be done by the continual use of such phrases and sentences as appear in italics in the two sample introductions below.

[4] "Good morning. My companion and I are *calling on you* as a public service this morning. The greatest public problem today is the matter of protection and security. But *you have probably said to yourself*, 'What can I do about it?' While it is true that *neither you nor I* can bring world security ourselves, yet we can do something for ourselves and our families, if we know what it is and how. And *that is why we are calling on you this morning.*" [Then go into a sermon on the subject of protection and security.]

[5] "Mr. —— and I are making some calls *on you and your neighbors* today to strengthen faith. Many people are losing faith because of the bad conditions they see. *Perhaps you feel a little bewildered and discouraged yourself when you see these things.* And this condition has caused even the United States president to stress the need of keeping strong faith. Faith is needed. Yet faith is not just belief." [Then go to Hebrews 11:1 for a definition and on into a prepared sermon.]

[6] Do not keep the householder guessing, but strike at the heart of the matter at the very beginning and speak to him personally. In that way you will capture his interest and hold it to the end of your sermon.

New Circuit Assembly Program Starts

Plan to Attend All Three Days

[1] No publisher will want to miss the new circuit assembly program that starts in September. Three days of theocratic counsel containing a variety of wholesome instruction have been planned and arranged. It will be most practical and helpful. All publishers are encouraged to be in attendance from Friday evening through Sunday evening to hear and benefit fully from the entire program. Following the baptismal service on Saturday afternoon all congregation servants will want to attend the meeting that has been arranged for them with the district and circuit servants.

[2] In addition to all publishers' attending, encouragement and assistance should be given to newly interested persons to attend. In not a few cases good-will persons have come to appreciate greatly their privileges and responsibilities by attending these assemblies, as was pointed out in the July *Informant* article "Around the World with Jehovah's Witnesses." On being notified of your next assembly by the Society, make sure all interested persons in your territory know about it and are given what assistance they might require to attend.

[3] Also, let all publishers come to the assembly city prepared to share in field service. Some publishers have been a bit negligent in this respect, resulting in assembly cities not receiving the intended thorough witness. One reason for circuit assemblies' being held at different cities throughout the circuit is for the witness given. If all publishers support the Saturday morning house-to-house and store-to-store magazine work as well as the Saturday afternoon house-to-house and street witnessing

(*Continued on page 3, col. 2*)

YOUR SERVICE MEETING

Analyzing Last Year's Service

[For this demonstration an enlarged record card of a model publisher should be drawn up, showing the publisher to average approximately 20 hours each month, at least 10 back-calls and one home Bible study and nine magazines and showing that each month of the year the offer (review past issues of the "Informant" for monthly campaign offers) was placed or quotas were exceeded. Each publisher should have his Publisher's Record card in hand during theocratic court proceedings.]

SCENE I (6 min.) [Theocratic courtroom] Attorney presents charges against individual activity of publishers in congregation. He argues that evidence in Publisher's Record cards reveals haphazard planning, lack of personal organization, static arrangements for service. Scrutiny of records shows not all are participating whole-souled in advancing true worship. Attorney points to congregation chart and remarks that combined congregation field service results may look good and healthy. However, check of individual minister's activity presents truer picture of what is actually being done. Christian love and responsibility prompt bringing this matter before theocratic court. Purpose is to examine heart and mind, according to Psalm 26: 1-3.

Judge remarks that these are serious charges. Asks attorney if he has sufficient evidence to establish proof that publishers are guilty of this negligence. Attorney presents facts, such as: number irregular in service, low-hour publishers, no placements, irregular in back-call and home Bible study service, etc., based on breakdown and analysis of Publisher's Record cards. Includes attendance at congregation meetings, to compare with potential attendance. Next, requests court to hear chief witness Model Card, so each one in court can examine his own activity.

SCENE II (12 min.) Model Card called to stand and questioned by attorney. Model Card's past year's service activity goes through a complete breakdown, column by column. Attorney cross-examines Model Card, endeavoring to establish firmly in court's mind reasons for his fine ministerial record. Model Card's answers include among other things: 1. Spends two hours in house-to-house work each Sunday, with additional hour or more in back-call or home Bible study activity. 2. Supports Magazine Day and works with service center group before study. 3. Conscious of spiritual needs, regular in attending meetings. 4. Organizes personal affairs and plans activity in order to go out as regularly as possible Attorney thanks Model Card and rests case for court's consideration and action.

SCENE III (5 min.) Judge deliberates on points brought forth by attorney. Addresses courtroom: Fine progress made by some during past service year. To make advancement manifest even more, all to continue using three- to eight-minute and ten- to fifteen-minute sermons, and to improve on these for greater effectiveness in aiding sheep. Reciprocal arrangement, training program should be kept progressive. Example in field must not be set by just one, ten or fifty, but by all associated. Court finds all in need of further improvement. All urged to greater service activity, in compliance with Romans 10: 9, 10 and 2 Corinthians 9: 6-8, NW. Concludes with exhortation for all to maintain sanctity for theocratic warfare.

[This demonstration may be followed by a mature brother's giving a service talk on "Is Your Best Good Enough?" ("The Watchtower," January 15, 1955)]

Prestudy Service

Chairman (3 min.) Talk on many benefits of working from service center location not only on week ends, during the day and on back-call night but also an hour or so before the congregation book study. Evenings are still long and people are generally quite receptive at this time. Publishers should encourage and help one another to utilize this time profitably to preach the good news as suggested in the following demonstration.

SCENE I (6 min.) Two publishers are seated at a table. Brother Companion is saying that he appreciates the help he has just been given in planning a sermon to use in house-to-house work Sunday. Brother Helpful says that he is glad they can work together on their presentations and adds: "Will you be with us for house-to-house magazine work before the congregation book study this week?" Brother Companion is rather negative about it, so Brother Helpful tries to overcome his objections. Included among his objections might be: "I have to rush so when I get home and then I would be too tired to enjoy the study." Answer that ours is a day for activity and much good can be done by this evening work. Actually the field service will be a refreshing change after the day's work and will make the publisher alert for the study. "Aren't people likely to be eating?" Some may be, but the presentation is so brief that none will object. It is a good time to present spiritual food and generally people are most receptive and easy to talk to.

While the two are talking Sister Helpful comes in, saying that Mrs. Good Will, with whom she studies, may go along to the book study this week, so she plans to be in magazine work with the group for just half an hour and then pick up Mrs. Good Will on the way to the study. Brother Helpful responds with approval. Brother Companion can see that he has missed out on many blessings, so he plans to go with the group from now on to enjoy prestudy service.

SCENE II (5 min.) What are your experiences? This part of the meeting will be open to the congregation to raise their hands and from their seats enthusiastically offer short experiences they have had in evening work, either from house to house or in back-call activity, showing that most people are usually more relaxed and receptive and that this is definitely a good time for service.

Chairman (2 min.) "Will you be with us?" Briefly summarize the main points and encourage all to share in the prestudy service regularly.

Circuit Assembly Program

(*Cont'd*)

activity, and then the Sunday morning house-to-house service with the current offer, a good witness will be given at each assembly city.

4 So, brothers, as soon as you receive notice of your next circuit assembly plan to be in attendance all three days, encourage and assist others to attend and share fully in field service activity in the circuit assembly city.

Publications Now Available

Booklets

After Armageddon—God's New World —Arabic
Basis for Belief in a New World —French, Hollandish, Italian
Christendom or Christianity—Which One Is "the Light of the World"? —Ibo, Twi, Yoruba
"This Good News of the Kingdom" —Armenian, Cebu-Visayan, Chinese, Cibemba, Cinyanja, Cishona, German, Hollandish, Italian, Japanese, Spanish, Tagalog, Twi
World Conquest Soon—by God's Kingdom —Hollandish, Italian, Portuguese, Spanish

Books

"New Heavens and a New Earth" —German, Italian
"This Means Everlasting Life" —Swedish
What Has Religion Done for Mankind? —French, Norwegian

English Convention Releases

New World Translation of the Hebrew Scriptures (Vol. II) (bi 5) (Rates same as bi 4 and bi 7)
Qualified to Be Ministers (qm) (Rates same as *"Equipped for Every Good Work"*)
What Do the Scriptures Say About "Survival After Death"? (dh) (Rates twice 64-page booklets)
World Conquest Soon—by God's Kingdom (gk)
You May Survive Armageddon into God's New World (sr)

Italian "Awake!"

The "Awake!" is now available in Italian. It is published twice a month. The subscription rate is $1 a year.

1956 Service Year Supplies

Enclosed with this *Informant* for congregations are Monthly Report cards and a Congregation Progressive Report sheet. The following supplies will be sent direct to pioneers: Monthly Report cards and Daily Record sheets; special pioneers: Monthly Report and Allowance Request forms and Daily Record sheets. Order all other supplies in the regular manner.

Locating New Subscribers

Approximately 5,000 magazines a month are returned by the post office stamped: not found; unclaimed; no such street or number. The Society sends to the congregation a card requesting that the correct address be found. The city servant or congregation servant should see that this is given immediate attention. A prompt call on the person should be made to find out what the difficulty is and what address should be used. Upon ascertaining the correct address return the card immediately to the Society so that magazines can be sent to the subscriber. Publishers have worked hard to obtain these subscriptions and every effort should be made to see that the subscribers get the magazines that carry the vital message of life.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

July Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	273	105.1	38.7	5.4
Pioneers	4,792	78.7	24.0	3.7
Vac. Pios.	709	88.5	14.4	1.4
Cong. Pubs.	158,681	8.7	2.4	.4
Total Pubs.	164,455			

Public Meetings Held: 7,883

Holding Fast the Public Declaration of Our Hope

Awake! Campaign to Start

[1] Again it is our joyful privilege to prepare for the annual *Awake!* campaign. What a wonderful way to acquaint people with the bright outlook of our hope by contrasting this dark old world with the sunny new world by means of *Awake!*

[2] In 1954 we obtained 138,021 new subscriptions for *Awake!* The year before, 1953, saw an increase of 25,072 subscriptions over 1952, which was 41,964 over 1951. Year by year the number of subscriptions has been increasing. And what are the prospects for this year? With all publishers spending at least two hours in house-to-house preaching and another hour making back-calls on all *five* Sundays of October in addition to midweek service, truly this year should see an all-time peak in new subscriptions. At every opportunity and by every means present the most "*Awake!*" magazine on earth, along with three booklets, for $1.

[3] Now is the time to prepare to engage in this most interesting campaign. Congregations wishing additional copies of *Awake!* issues of October 8 and 22 for use in the campaign are requested to fill out and submit the enclosed Magazine Distributors' Order Blank as soon as possible. Let us make the coming *Awake!* campaign the best yet!

[4] Get set to start many new home Bible studies by including "*This Good News of the Kingdom*" in your set of three booklets. And encourage new persons to engage in all features of service as one and all "hold fast the public declaration of our hope" and incite others to love and right works. —Heb. 10:23, *NW*.

Congregation Chart

September starts the 1956 service year and the new quota should be placed on the congregation chart. When the August report has been posted, ascertain the average number of publishers each month for the past year and add 10 per cent to this to determine the new quota. Remember, our goal is to reach this 10 per cent average increase by the end of December and then strive for a 20 per cent peak by the end of April. We did well this service year. By Jehovah's undeserved kindness, let us do even better during the 1956 service year.

You May Survive Armageddon into God's New World to Be Studied

It is suggested that the new publication *You May Survive Armageddon into God's New World* be studied at all congregation book studies starting October 1. All publishers and persons of good will will want to attend every study in order not to miss a single portion of this most absorbing publication.

"Make Sure of All Things"

2d Week:

Faith (pages 119 to 122)

Back-call: Good-will persons deeply impressed by Scriptural explanation of faith. (John 3:16, NW) Alert publisher makes use of "Make Sure of All Things" for full and complete discussion of faith.

4th Week:

Freedom (pages 122 to 126)

Congregation discussion under chairman. The brother may prepare questions that require a Scriptural answer. Brothers called upon will read the scripture that applies and comment on its application.

CONGREGATION ORGANIZATION

Pioneer Requirements

[1] As we approach the great crisis of vindication the theocratic requirements for each individual in the New World society come into clearer focus. This can be easily discerned if we compare the theocratic activities of today with those of Jehovah's witnesses in 1918.

[2] The same progress that we see in operation in the organization as a whole must be in evidence in each branch of the organization. The "pilgrim" speaker is replaced by district and circuit servants, who are not only speakers but pioneers. The colporteur of the past has developed into the present organization-minded special and general pioneers, and the tract-distributing publisher is replaced by house-to-house ministers, all theocratic companions who co-operate with one another in becoming more proficient ministers so that they may reflect the ever-increasing light of Jehovah's new world. Thus the path of the righteous leads more and more to the perfect day.—Prov. 4:18.

[3] The Society is obligated to see to it that those who function in this advancing New World society keep up with the light. We cannot live and function in the past. This is particularly true of pioneer publishers, whom we are here considering. Each one must meet the theocratic standards of this enlightened pathway.

[4] Today a publisher is required to be dedicated and baptized for at least six months before he is considered for the regular pioneer service. During that six-month period he must have been active in the field service, engaging in all its branches: house-to-house, back-call and home Bible study work. He must be proficient in giving three- to eight-minute sermons at the doors and ten- to fifteen-minute presentations at back-calls. He must average 12 hours, 9 back-calls and at least one home Bible study a month. If he does not qualify in all of these points he is not a mature minister and is not qualified for the full-time ministry representing the New World society and should not be recommended for that branch of the work by the congregation committee.

[5] Publishers who do not co-operate wholly and enthusiastically with the congregation in caring for the Kingdom interests are not qualified for the pioneer service. Publishers who do not see clearly that neutrality in this world's affairs is necessary will not be eligible for pioneer service until such time as they prove they have a clear understanding of a minister's position. Those who use tobacco are not qualified. Those who are not sound in mind should not be recommended for the pioneer work, because any display of oddity or eccentricities that would detract from the grand preaching work would disqualify one from being a pioneer.

[6] A pioneer must be moderate in his habits, orderly, mild-tempered and apt to teach. He must display loving-kindness in helping interested persons to come to a full knowledge of Jehovah's purposes and unite in the true worship with him. He must be physically able to devote a minimum of 100 hours a month or 1,200 hours a year to the pioneer ministry, qualified to keep an accurate record and report faithfully at the end of each month to the Society. He must love the pioneer work and recognize it as a divine commission and his service therein as rendered to Jehovah.

[7] It will therefore be seen that the pioneer service is a job worthy of real men and women who have theocratic stamina and a love for Jehovah, who will not be afraid of evil tidings, men and women whose hearts are fixed, trusting in Jehovah. There are thousands that will qualify; why not join them and enjoy this great privilege of service?

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

OCTOBER, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

Holding Fast the Public Declaration of Our Hope

Awake! to Be Featured

House to House for More Subscriptions

1 A Christian witness of Jehovah must regularly assemble with others of like precious faith and express himself among them. This is in obedience to the command given by God. Taking teaching from Jehovah, however, is insufficient in itself, since salvation can be obtained only if one makes a public declaration of his faith. Jehovah's formula for life, therefore, among other things, requires each servant to keep a proper balance of regularity in service and in attending congregation meetings. —Heb. 10:23, *NW*.

2 During October we shall continue to make known our hope by presenting *Awake!* and three booklets on a $1 contribution. Publishers will remit 90c for each new subscription. *"This Good News of the Kingdom"* should be left wherever possible with the purpose in mind of calling back to start a home Bible study.

3 The *Awake!* magazine's circulation is steadily growing. Your good ministerial efforts helped to increase *Awake!* to its present volume of 1,450,000 copies each issue. Further strides will be in evidence as we all continue making public declaration of our hope by means of *Awake!* House-to-house work is still the main avenue of obtaining new subscriptions. All should endeavor to arrange affairs in order to spend at least two or more hours going from house to house and then an additional hour or more making back-calls on *all five Sundays in October*. Deliver good three- to eight-minute sermons, varying your presentation to fit the offer. Enthusiastically present each issue of *Awake!* Midweek contacts should be arranged and given support by all who are able to do so.

4 Are you convinced of the merits of *Awake!*? Then be ready to show it by obtaining subscriptions in house-to-house service, in store-to-store work, on magazine routes, when making back-calls and when at your home Bible studies too. Encourage your friends, relatives, neighbors and business associates to subscribe. Be a subscriber yourself, if you are not on the list as yet. Each publisher should endeavor to obtain at least one subscription, while pioneers should obtain at least four during the campaign.

5 Remember, too, Brother Knorr's suggestion at the Triumphant Kingdom Assembly to participate in magazine service before the congregation book study by presenting the magazines to householders en route to the study location. Are you doing so? If not, start *now*.

6 As we stand fast in our hope let us continue to upbuild one another, aiding and encouraging our brothers and persons of good will to join with us in dispensing Jehovah's life-giving message of truth.

What Is Your Answer?

It Is Time to Pioneer

1 What has happened to the pioneer ranks in recent years? Year after year the number of regular preachers active in service has continued to grow by Jehovah's undeserved kindness. Yet, the full-time pioneer list has not kept abreast. The trend is apparent in the chart below.

Year	Av. Pubs.	Av. Pios.	% Pios.
1938	25,596	1,910	7.46
1944	67,172	5,046	7.51
1952	126,626	7,110	5.6
1954	153,969	6,379	4.1
1955	163,875	5,809	3.5

Note that the number of pioneers (special, regular and vacation) now is not much higher than in 1944! And there are now 96,703 *more publishers!*

2 Why are there so few pioneers now? Why are not more pioneering? What can be done about it? How do you, individually, feel about it? Do you see the need of serving full time? Do you appreciate the urgency of the times? Are you in position to serve as a pioneer? Are you free to do so, and yet not doing it? If so, why are you not pioneering? Let these searching questions find their way into your heart and mind. Ponder over them and then answer to none other than Jehovah and yourself. Can you? Will you? Now?

3 The Society recognizes the fact that there are many publishers in congregations everywhere who could pioneer but who fail, for one reason or another, to see their privilege and responsibility to pioneer. Are you in this group? If you have no Scriptural obligations, what is holding you back? Is it interest in materialism? Old-world pursuits? Being overly concerned about self? Or, do you think that everything must be "just so" before you can begin? Are you willing to put self-interests in a secondary place and work for Kingdom interests first? If so, then you should pioneer!

4 The Society cannot tell individ-

(*Continued on page 2, col. 2*)

[illegible] SERVICE YEAR

1 From September 1 and right on through the entire service year a big question that all of us try to answer by good works throughout the year is: "Will we make the 10 per cent average increase?" Our 10 per cent quota for 1955 was 169,366. Did we make it? No. We fell short, averaging only 163,875. This is a 6.4 per cent increase for the year.

2 Where did we fall short? After getting off to a rather slow start September through March, we all rejoiced to be able to say: "We Made It"—187,120 in April. A 21.5 per cent increase! What a grand increase! Then what resulted in the months that followed? In May we dropped to 173,310; in June, to 160,085; in July, to 164,455 and in August, to 164,760. Does not this make us more fully realize the need to assist new and less mature publishers consistently each month to share in and grow to maturity in the ministry? Let us make this all the more our determination this new service year.

(*Continued on page 2, col. 1*)

Around the World with Jehovah's Witnesses

Pioneering

Just as Jesus stated it would be in our day, 'the harvest is great but the workers few.' The urgent need today is for more full-time workers. Pioneering is the arrangement made for Kingdom publishers to have a greater share in the harvest work. Are you in position to pioneer? Note the joys and blessings individuals have reaped by pioneering!

In Okinawa many people are manifesting great interest in the Bible. A sister began pioneering there and has such wonderful blessings in the harvest work that even during the tropical summer her field work is most commendable. (191) And in Madeira the Kingdom message is now being proclaimed due to a pioneer's starting to work in this new field the beginning of the year. By April he had already found several prospective sheep. Twenty-one attended the Memorial celebration and now there are four publishers. (240)

Pioneers are privileged to have many happy experiences and to be a source of blessing and joy to publishers in need of assistance and training. (New Zealand, 216)

Wise is the young minister of school age who does vacation pioneering and looks forward to entering the regular pioneer service upon completion of school. The proper viewpoint and goal to have in mind are nicely expressed by a young minister in the Sudan. (140)

Pioneering is so wonderful that once a publisher has had a taste of it his heartfelt desire is to continue the pioneer work. Little wonder, then, that many who start out as vacation pioneers expand their ministry by becoming regular pioneers and thus enjoy a greater share in the harvest work. (Ethiopia, 144; Panama, 232) Are you doing your utmost as a worker in the harvest? Why not pioneer?

1955 Service Year (*Cont'd*)

180,263 Publishers by December

[3] On adding 10 per cent to the 1955 average number of publishers we find 180,263 to be the quota to reach by the end of December and 196,650 as the 20 per cent peak for April. These increases can be attained if all of us regularly participate in the ministry and are diligent in assisting newly interested and less mature ones.

[4] Jehovah gives the assurance that he will bless our work with rich increase if we conscientiously do our part in the planting, watering and cultivating. As all of us devotedly do our part this service year to advance Kingdom interests we shall look forward to seeing 180,263 in the field by the end of December and 196,650 by the end of April. Reaching these quotas and consistently aiding new publishers will result in at least a 10 per cent average increase for the 1956 service year.

Coming Literature Offer

November and December: Any volume of the *New World Translation* and one book on a contribution of $2.

Presenting THE GOOD NEWS

With the *Awake!* Magazine

[1] *Awake!* needs no introduction to Kingdom publishers! One and all are well acquainted with its many merits. All appreciate it as an outstanding magazine because its news sources are alive to today's vital issues; it publishes facts, not just time-consuming fiction; it is unhampered and not prejudiced against truth; it provides coverage of pertinent things as broad as the earth and as high as heaven that "all kinds of men" are interested in knowing about. And of all importance: it comforts mourners and strengthens those disheartened by the failures of a delinquent world with the sure hope of the righteous New World message.

[2] To acquaint many with *Awake!* effectively during October you might use the following appropriate and fitting three- to eight-minute sermon to good effect:

[3] "I am a student of the Bible seeking to promote better understanding of world conditions. Perhaps you have wondered why there seems to be so much trouble and no hope for the future. At Matthew 24:3 the disciples asked Jesus: 'What will be the sign of your presence and of the consummation of the system of things?' Answering, Jesus told of 'nation rising against nation' and of 'food shortages and earthquakes.' At Luke 21 he also foretold that during the 'last days' there would be (verses 25, 26) 'anguish of nations, not knowing the way out . . . while men become faint out of fear and expectation of the things coming.' Today we see the troubles and this fear manifested by people and their leaders. Everyone is affected by the world conditions.

[4] "But do Christians have to have this same fear? No, for Jesus explained (verse 28) 'as these things start to occur, raise yourselves erect and lift your heads up, because your deliverance is getting near.' This means we are living at the time of complete change in the system of things, the time for the end of the Devil's rule over mankind. As Revelation 12:12 points out, the Devil has 'great anger, knowing he has a short period of time.' He knows it is a short time till Armageddon, when Christ will smite the nations with a rod of iron and also put Satan out of the way. So, at Armageddon mankind's woes will end and Christ's thousand-year rule will begin. Things will be different then, no world troubles, no sickness, not even death will afflict mankind. Knowing this now gives us hope and peace of mind and does away with needless fear.

[5] "To acquaint sincere persons with the real meaning and far-reaching effects of today's events, *Awake!* magazine truthfully reports world news and gives Scriptural comment thereon. For example, notice the articles in this issue . . ."

[6] During October many more thousands of good-will persons should be reached with this instrument Jehovah has put into our hands. Use it well! Do not overlook your individual part in this world-wide campaign or minimize the importance of each publisher's doing his full share.

What Is Your Answer? (*Cont'd*)

uals what they are to do, but it certainly must point out that the opportune time to act is now! Now is the time to take advantage of this blessed privilege of service and to grow in Jehovah's undeserved kindness. (2 Cor. 6:1; 1 Tim. 4:15, 16, *NW*) Why wait? Or, why put it off until later? That time may never come! Do not be lulled to sleep and inactivity or slow down and stop growing in Jehovah's service. Consider those who took the step in the past and kept moving forward in Jehovah's service and who are now doing so. Their portion constituted added privileges, blessings, greater opportunities of service and expanded ministry, plus long years of joyous and fruitful assistance to others in gaining Jehovah's approval.

[5] Do you want to show your faith in Jehovah's promises to his preachers and fully trust him? Do you want to keep on growing in his undeserved kindness? You can by increasing your share in the preaching work as a pioneer. It is true you will have to make wise use of your physical strength, budget your time and stick with a schedule to avoid beating the air. And it will also mean diligent work making wise use of this world's goods, living within one's means and being satisfied with less. But is not the privilege to pioneer worth all of this? This may present a challenge, but do you want to prove to God and men that it can be done? (Prov. 27:11) If you do, answer by stepping into the pioneer service and continuing in it.

YOUR SERVICE MEETING

Diligent Service Brings Results

SCENE I (3 min.) Chairman sets scene for demonstrations by showing need for all to have optimistic view of subscription campaign. All can obtain subscriptions. *Thorough preparation of* sermons and following Society's suggestions for taking advantage of all available time will bring results, blessings *from Jehovah.*

SCENE II (5 min.) Two publishers, "Mature" and "No Sub," are discussing their parts in the "Awake!" campaign. "No Sub" dejectedly asks, "Have you gotten any subscriptions this year?" "Mature" happily replies, "Yes, I've gotten three so far." Then when "No Sub" says, "I don't see how you do it, I just can't seem to get a subscription," "Mature" offers helpful suggestions. Tactfully he mentions the need of a *variety of effective three- to eight-minute sermons:* "People will really want the magazine if our sermons are appealing, informative and right to the point." Also, being familiar with the contents of the magazine and enthusiastic about it ourself is vital. But of great importance is the need of spending much time in the service offering the subscription at the doors and on back-calls "the more times we present the offer, the more opportunities we have of *placing subscriptions.*" "Mature" shows it is essential to spend at least two hours in house-to-house work Sunday morning to get maximum results, and then an hour or more making back-calls. Invites "No Sub" to work with him if he would like to see suggestions in action. "No Sub" is glad to go along.

SCENE III (12 min.) At first door "Mature" delivers good, instructive sermon and makes presentation. The lady is interested but has no money, but will take subscription later. The interest is recorded carefully on house-to-house record; a call will be made in two weeks. . . . After an hour passes and little other favorable response to message is found, "No Sub" says, "I think I'll go home. No one seems to be interested." "Mature" responds that it has been suggested that two hours be spent in the house-to-house work on Sunday, so he will continue working. There will be many more opportunities for "No Sub" to find interested persons and place subscriptions if he remains for another hour. "No Sub" sees point and stays. At next door "No Sub" tries sermon that "Mature" has assisted him to prepare and obtains subscription. Very happy over success "No Sub" appreciates need of proper preparation and spending longer time in service. Later, as two hours come to end, "No Sub" says, "Two hours are up. It's time to go home." Quickly "Mature" reminds him of Society's suggestion to make back-calls for hour or so after house-to-house work. He has back-calls in the vicinity and would be glad to share them. There is definite need to follow through on interest aroused in house-to-house work. "No Sub" recognizes necessity of calling back and accepts invitation to make back-calls.

SCENE IV (3 min.) (Pantomime) Call together on back-call; "Mature," using back-call sermon, places subscription. "No Sub" is overjoyed with day's work and glad they are spending extra time in back-calls rather than going home.

SCENE V (2 min.) Chairman sums up, pointing out that good results come from thorough preparation and diligent service and by using all available time in field service.

CONGREGATION PREPARES SERMONS

Below is found an outline for a three- to eight-minute sermon and a ten- to fifteen-minute sermon. These sermons may be cut out and carried in the Bible or otherwise by publishers, for ready reference in the ministry. To become familiar with the outlines and how they can easily be used, each congregation will arrange an audience participation part to develop points the publishers can use in giving the sermons. A capable brother, perhaps the school servant, can be assigned to serve as the chairman. Publishers should study over the outlines before coming to the meeting and join in the discussion, developing points that may be used. *Publishers might profitably have* with them a pencil and paper to jot down particular points they wish to remember for later use. The purpose of the outlines is to provide a handy reference that can be carried and used in the field. By discussing the outlines and developing points that may be used through an audience participation part, all publishers should become familiar with the advantages of using such outlines and will be assisted to *have a variety of sermons. From time* to time additional three- to eight-minute sermons and ten- to fifteen-minute sermons will appear in issues of the "Informant." When they do congregation servants will see that they are discussed and developed at a service meeting in accord with the above information.

Three- to Eight-Minute Sermon

Theme: Destiny of the Earth

1. Fear of H-Bomb great; opinion expressed earth or population on it will be destroyed
2. Such fear not justified (Eccl. 1: 4)
3. God created it not to be wasted, but to be inhabited (Isa. 45: 18)
4. God will destroy would-be destroyers of earth (Rev. 11: 18, last part)
5. Blessings to follow (Rev. 21: 3, 4)

This knowledge available by taking literature with Bible.

Ten- to Fifteen-Minute Sermon

Theme: Seek First the Kingdom

1. God's kingdom Jesus taught us to pray for will bring peace on earth (Matt. 6: 10)
2. Heavy importance laid on it (Matt. 6: 33)
3. Why? It alone will stand (Dan. 2: 44)
4. This government brings peace on earth (Isa. 9: 6, 7; Ps. 46: 9)
5. Health, life and unending happiness restored (Rev. 21: 3, 4)
6. Must learn of God and King-Son to live then (John 17: 3)

Awake! and *Watchtower* Available in More Languages

Subscriptions may now be obtained at the rate of $1 a year for the following magazines:

The Watchtower in Chinese: Printed once a month beginning January 1, 1956, it will be 16 pages, all black. Individual copies will be 10c to the public, while the price of distributor copies to publishers will be 7c. Subscriptions can be taken by any branch beginning October 1, and forwarded to Hong Kong, where the magazine will be printed.

Awake! in Japanese: It will be a monthly magazine beginning January 8, 1956. The price is the same as for the above magazine.

The Effect of a Single *Awake!*

How deep an impression can be made upon a person of good will by a single copy of the *Awake!* magazine? The following letter received at the Society's office well replies.

"Dear Sirs:

"Enclosed please find a one dollar bill for one year's subscription to your magazine. I purchased a copy from one of your vendors recently and after reading it I realized what I had been missing. There is a ring of sincerity and inspiration that extends even to your most factual articles. Also, I can find news items that cannot be found in any other publication.

"I also enclose a second one dollar bill as a donation to your cause, because I agree with many of your ideals."

Thousands upon thousands of individual copies of *Awake!* will be placed this month with householders who do not take the initial subscription offer. Make notation of such placements and then after completing house-to-house service the following week, make return calls on those who took individual copies previously. Undoubtedly they will open the avenue for many *Awake!* subscriptions, for many householders after reading *Awake!* will draw the same conclusions as the person who wrote this letter.

"Make Sure of All Things"

2d Week:

Friendship with the World (page 126 to John 14: 17 on page 130) Discourse establishing that Satan is controller of this world and thus world is in opposition to God's servants and his principles. Christians must avoid propaganda and friendship of world, which will be destroyed. Must maintain integrity while in this world.

4th Week:

Friendship with the World (Gal. 6: 10 on page 130 to page 134) Demonstration: Young brother being tried in court. Judge asks questions bearing on his attitude toward society, rulers and law courts. How he can share in certain features of this world's arrangements but yet be no part of world; how conscience enters the picture; why he feels justified in remaining neutral in world's affairs, but loyal to commission to preach truth.

UNITED STATES QUOTA FOR 1955
169,366 Publishers

Monthly Field Service Report

August Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	315	132.9	49.1	5.8
Pioneers	4,961	88.8	28.0	3.7
Vac. Pios.	1,032	94.3	16.9	1.6
Cong. Pubs.	158,452	9.8	2.9	.4
Total Pubs.	164,760			

Public Meetings Held: 9,511

Using Wisely the Reduced Time Left

Use the *New World Translation* on Bible Studies

[1] To Jehovah's people time as well as life is precious. As time lost can never be regained, we must continue to keep strict watch as to how we walk and the way we use our time. The days of this world are numbered! Every hour is valuable and should be expended wisely in rendering praise to God. Now is the opportune time to prepare ourselves and others for survival from this old world!—Eph. 5:15, 16, *NW*.

[2] During November the offer will be any volume of the *New World Translation* and a book on a contribution of $2. Additionally, offer *New World Translation* volumes to persons with whom studies are held. Help them to see the great value of the *New World Translation* and the advantages of using it.

[3] Can this be the best campaign month ever in placing the combination of a Bible and a book? Consider what we did before. September, 1953, saw 196,517 volumes of Bibles and books placed in the hands of goodwill persons. In December, just two months later, more persons were attracted to the value of this fine combination and an additional 197,368 volumes were placed. But, then, in November, 1954, the number dropped to 170,812 Bibles and books. Why was this? Doubtless, more house-to-house activity was needed. Let us spend more time in the house-to-house ministry and make November a peak month for Bible-book distribution.

[4] Each passing day brings Armageddon closer. Walk wisely. Make your time count! Proclaim Jehovah's name and Word! Buy out all opportunities to use the reduced time left to Jehovah's praise.

Taking Advantage of Newspaper Publicity

With Jehovah's New World society growing larger and larger, it becomes increasingly more prominent in the minds of the people. They are interested in Jehovah's witnesses and their activities. Oftentimes persons of good will desire to locate the Kingdom Hall and attend meetings. Since they usually turn to the Church page of a newspaper to locate this information it would be well for each congregation to list the meetings, the times and address, with the local newspaper, where such service is provided free. It is not recommended that the congregation pay for these notices, as counseled in paragraph 81 of *Preaching Together in Unity*.

At times the congregation may sponsor a public meeting, such as the talk "Christendom or Christianity —Which One Is 'the Light of the World'?" which was given last April. If the congregation wishes to pay for a notice in the newspaper to advertise such a special talk, this could be done in harmony with paragraph 109 of *Preaching Together in Unity*. Circuit and district assembly talks could likewise be advertised in this manner if this seems appropriate. This might also include a Kingdom Hall dedication talk or other talk by an outstanding speaker. In any event, however, paid advertising of this nature must not be of any great expense to the congregation, and will not be resorted to unless the congregation has excess funds on hand after other expenses have been paid, and usually has excess funds on hand. The congregation committee will decide whether or not to spend funds for paid advertising in harmony with the above, and advise the magazine-territory servant how much money can be spent on any project that has been approved.

CONGREGATION ORGANIZATION

Are You Attending Meetings Regularly?

[1] The great importance of regular meeting attendance for everyone cannot be overemphasized. The Bible makes it clear that life in Jehovah's new world is dependent upon knowledge of Jehovah and Christ Jesus and Jehovah's kingdom. (John 17:3; 8:31, 32, *NW*) Yet for some unknown reason the attendance at the various congregation meetings does not reflect any improvement during the 1955 service year. The average attendance at the meetings is increasing, due mainly to the great influx of new publishers, but the percentage of total publishers attending remains substantially the same.

[2] Some might conclude that this is not too serious, but when we convert the percentage of nonattenders into actual publishers not attending, we find the following (based on April's peaks of publishers): 29 per cent nonattendance at the *Watchtower* study in 1954 represented approximately 49,000, while the same percentage of those not attending in 1955 would be approximately 54,300. Further, the 38 per cent nonattendance at the service meeting in 1954 would be approximately 64,200, while the same percentage in 1955 results in approximately 71,100 not attending. The ministry school nonattendance (39 per cent) increased from 65,900 to 73,000. The congregation book study nonattendance increased from 59,200 (35 per cent) to 63,600 (34 per cent). These figures would be even higher if based on the total publishers associated.

[3] This indicates that among the new publishers, as well as many who have been longer in the way, there are a great many who are placing their hope for life in Jehovah's new world in jeopardy by not attending the meetings regularly. These figures mean that in an average congregation of about 60 publishers there are between 29 per cent and 39 per cent, or from 17 to 23 publishers, who do not attend and support the meetings regularly. This is a serious condition and one that neither the Society nor the congregation servants can ignore. How to remedy it is the question. Not only are these publishers endangering their own everlasting life, but they are setting a bad example for the new good-will persons who are continually manifesting themselves and associating with the organization.

[4] When this *Informant* material is considered at the service meeting, the great majority of those not attending meetings will not be there. If an announcement regarding the matter is made at the *Watchtower* study or congregation book studies, they are not there. We just do not reach them. Therefore, some steps must be taken to bridge this gap. The following is suggested.

[5] Each congregation servant, with other mature servants, should seriously consider the matter. Very carefully ascertain who do not attend the meetings regularly and then make some local arrangements for these facts to be called to the attention of these brothers. Each congregation will have to work out the best arrangement for handling the matter locally and after that, if these negligent ones do not attend, at least their responsibility will have been called to their attention. The Society and the congregations will have tried to assist them and, of course, will continue to do so.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

NOVEMBER, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

Using Wisely the Reduced Time Left

Stress Better and More Back-Calls

November 24, Special Magazine Day

[1] What do you do with your time? Do you use it wisely in Kingdom service, or waste it in pursuits of this world? With every passing minute goes one more opportunity to speak words of praise of our God, Jehovah. We can make every minute count by "buying out the opportune time" in Kingdom service, thus using wisely the reduced time left.—Eph. 5:15, 16.

[2] As dedicated slaves our time is not really our own, so what we do with it concerns not only ourselves but our Owner as well. With this thought in mind be alert to take advantage of the service privileges that are yours. During November, in addition to offering any volume of the *New World Translation* and a book for $2 in our regular witnessing, all persons with whom studies have been held during the year should be called on and offered the volumes they do not yet possess. They should be offered at $1.50 each. Good-will persons will find these volumes very useful in gaining more accurate knowledge. Do not withhold these excellent instruments from them.

[3] Speaking of studies, are you as a congregation publisher conducting at least one each month? If your answer is "no," then you are missing a privilege and a blessing that every minister should have. Ask those conducting studies how they got theirs and they will tell you it was through making effective back-calls. So prepare practical ten- to fifteen-minute sermons and then make your back-calls with the goal of a study in mind. You too can have the blessing of conducting home Bible studies by making the necessary effort.

Support Holiday Witnessing

[4] All congregations will want to plan for special magazine activity on the "Thanksgiving Day" holiday. Magazine-territory servants may order additional magazines by *immediately* filling in the enclosed Magazine Distributors' Order blank and returning it to the Society. During the past year these special Magazine Days on holidays have been highly successful. Every publisher should plan to give real thanks to Jehovah that day by supporting the magazine work. We would appreciate receiving any interesting experiences and reports.

[5] How are you coming in your magazine activity? Are you reaching your goal: congregation publishers nine magazines a month, regular pioneers 90, and special pioneers 110? If not, have you considered why? By supporting the Magazine Day arrangements every week, by doing house-to-house magazine work on the way to the congregation book study and by remembering to use the magazines in regular witnessing when the offer is not taken, there will be abundant opportunities to reach the goal. Be magazine conscious. Make wise use of every opportunity to place these valuable journals.

[6] Remember, time wasted is time lost. So make your time count by buying out the opportune time in Kingdom service during November. It will be to your everlasting good to make wise use of the reduced time left.

1956 *Yearbook* and Calendar

Orders may be placed now for the 1956 *Yearbook* and calendar. The *Yearbook* is 50 cents a copy. Calendars are 25 cents each, or five or more to one address for 20 cents each. Publishers are requested to order through the congregation and not send in individual orders to the Society. Pioneers on the list before July 1, 1955, should register with the congregation literature servant to receive a free copy of the *Yearbook*. The literature servant will keep this list and take it into consideration when ordering the congregation supply of the *Yearbook*. Congregations will submit a Literature Credit Request form the usual way to receive credit for copies of the *Yearbook* given to pioneers who qualify for a free copy. Pioneers not associated with a congregation will receive their *Yearbook* direct from the Society. Pioneers starting on or after July 1, 1955, will not be eligible for a free copy of the *Yearbook*.

Help! Pioneers Needed

Can You Answer the Call?

[1] Stop and think! Look with the eyes of discernment! Listen with the ears of understanding to this appeal for pioneer help! This cry is increasing in volume and magnitude daily. Do not view this call lightly and indifferently. Do not ignore this invitation from the Master of the harvest himself. Heed his admonition to count the cost of what is lost by not being in the front lines of the Christian ministry.—Luke 14: 28-33, *NW*.

[2] *Help! Pioneers Needed* letters are daily being received by the Society from circuit and congregation servants as well as isolated publishers. Note the earnest appeal made in this typical cry for help: "I am a new publisher living in isolated territory. A witness living in another town, twenty miles away, is studying the Bible with me and teaching me to do the preaching work. I have one Bible study of my own and others with whom I placed literature are showing much interest also. Of late, my husband and son have become interested in the truth, which has made me very happy and thankful to Jehovah. However, my problem is great since I am unable to do very much to help them. It is my firm belief that a small congregation could be formed here shortly if a pioneer were sent in to help us. Please do something for us."

[3] This appeal for more publishers to enter the pioneer work is not to be viewed as a help-wanted ad, only to be scanned through and set aside because the position does not measure up to our individual inclinations. Jehovah is not dealing with his people on their terms. He is the one that sets forth the requirements. He expects His name people to measure up to the things he knows are best for them. It is up to us, therefore, as

(*Continued on page 4, col. 1*)

Around the World with Jehovah's Witnesses

Home Bible Studies

Of the monthly average of 525,924 publishers throughout the world in 1954, not all conducted one or more home Bible studies, for the monthly average was only 293,341. Appreciating that through home Bible studies goodwill persons come to an accurate knowledge of the truth, every publisher should work toward the goal of conducting at least one home Bible study regularly each month.

Home Bible studies result from the placing of literature and then the making of return calls by the publishers. A study cannot always be started on the first call or two. Often several back-calls are necessary. Use ten- to fifteen-minute sermons on return calls to give an effective additional witness. That home Bible studies may result from following up even booklet placements, read the interesting experience from Luxembourg. (97) Especially should an effort be made to start studies in "This Good News of the Kingdom" on return calls.

What if people are not home when the first back-call is made? Try again, is what the publisher in France would correctly counsel. (147, 148) Some goodwill persons after only a few studies see the issue and wonder if they will be able to do field service. Continued study to take in more knowledge and reliance upon Jehovah is the answer.

A sister in Peru continued a study for a long time with little resulting. She decided to help the person make the truth her own by having her engage in field service. It brought results, for now the person is a dedicated publisher. (235)

The more time one spends in service the more opportunities he has for home Bible studies. Why not pioneer, and enjoy the privilege of conducting many home Bible studies? (82) Every publisher should conduct at least one home Bible study regularly each month.

The Importance of Placing Magazines

The importance of placing magazines in the hands of the people can be pointed to time after time in the "Yearbook," which contains but a few of the many, many magazine placement results and experiences of publishers around the world. Just what effect can the thirty-two pages of the magazine have on a good-will person?

An example of "The Watchtower's" doing its work is found on page 190. Through the magazine a Japanese woman recognized the message she had read more than twenty years ago and after reading the "Watchtower" article "How True Christians Serve God" she was motivated, without consulting anyone, to publish the good news from house to house in her own neighborhood.

That a single copy of "The Watchtower" packs more than enough truth to start one on the narrow road to life is proved by the interesting experience that resulted in Australia as a result of an alert publisher's placing a single copy of "The Watchtower" with a lady traveler. Read it on pages 86 and 87.

Just how does "The Watchtower" impress others? People of godly devotion recognize its truth, as illustrated by the observations of a lady in Uruguay (268) and another in Australia (86).

Do you have the idea that magazines cannot be placed in your neighborhood? That is what some publishers in Bonaire, N.W.I., thought until they actually

(*Continued on page 3, col. 2*)

Presenting THE GOOD NEWS

With the *New World Translation*

[1] During November and December any of the three volumes of the *New World Translation* will be offered. In presenting the Greek Scriptures you might use this as the basis for your three- to eight-minute sermon:

[2] [After introduction] "There is much interest in the Bible these days. Some read it as history, others for diversion, and still others read it hoping to find an answer to the perplexing questions of our day. Is it accurate? Is it inspired? Does it support all the conflicting ideas of Christendom? When we make an honest study of its contents, free from religious prejudice, we find it is harmonious throughout. Jesus stated regarding the Bible: 'Your word is truth.' (John 17:17, *NW*) He denounced the religious leaders of his day, saying: 'You have made the word of God invalid because of your tradition.' (Matt. 15:6, *NW*) Studying the Bible and applying its teachings can lead one to everlasting life in God's new world. [Read 2 Timothy 3:15-17, *NW*.] It is to help you understand God's purposes as set forth in the Bible that I have called. You will note I have been reading you these texts from a modern-speech Bible, the *New World Translation*." [Offer Bible and book.]

[3] In presenting Volume I, you might use the following outline and scriptures for your sermon: "Did you ever wonder how the earth came into existence? The Bible tells us, and it also tells us why God created the earth. In reading the first few verses in Genesis (Gen. 1:1-3, *NW*) we find that the earth was without form and void of living matter. The account allows for the actual mass of the earth to have been brought into existence millions, even billions of years before the first creative day began. In the ensuing thousands of years the earth underwent development as man's home and, when ready, God created man and placed him in a perfected part of the earth, called Eden. He was given a grand work to perform. (Gen. 1:28, *NW*) All this was a grand heritage, but he lost it because of disobedience. (Gen. 3:17-19, *NW*) Nevertheless, this did not cancel God's purpose to have perfect men serving him on earth. Since Eden his purposes have been progressing and now we are standing on the very threshold of the new world. A wonderful foretaste of what God intends for those who serve him now was actually experienced by Noah and his family. They were preserved through the great flood into a cleansed earth. (Gen. 8:15, 16; 9:1, *NW*) We have an even grander hope of survival into God's new world." From this point lead into a presentation of Volume I and "*New Heavens and a New Earth*".

[4] A sermon using Volume II might be based on the following: [After introduction] "Some believe that the ancient accounts of the Bible relate mainly to the distant past and are of little value to us living in this modern twentieth century other than as plots that can be made into motion pictures and novels. But did you know that many of the incidents described in the Bible are actually prophetic of things that would occur in the future? There is a significance far deeper than that of mere historical or entertainment value. Take for instance the visit of the queen of Sheba to King Solomon. The movies and novels play up the splendor and romantic aspects, but actually she came to hear Solomon's wisdom and see why his nation was prospering so greatly. [Read 1 Kings 10:1, 4-9, offering appropriate comments as you read.] One could conclude that this is just a nice story and attach no further significance to it. However, Christ Jesus used her as an example to condemn the unbelieving Jews of his day. They had heard him speak and saw his works of righteousness, but they did not believe in him. But, in contrast, Jesus stated that the queen of Sheba 'came from the ends of the earth to hear the wisdom of Solomon, but, look! something more than Solomon is here.' (Matt. 12:42, *NW*) That 'something more' was Christ himself, whom Solomon prefigured or foreshadowed and of whom God said: 'This is my son, the Beloved, whom I have approved; listen to him.' (Matt. 17:5, *NW*) We should, therefore, take heed to his words and the prophetic significance of the ancient accounts in the Bible. God had them written down for our learning. So that you can understandingly read about this and many other interesting accounts, you will be interested, I am sure, in obtaining this volume of the *New World Translation* in modern speech that was released this year and this Bible study aid, which will help you see these important points, for only $2.00." [Present Volume II and a book.]

YOUR SERVICE MEETING

Encouraging More Magazine Placements

SCENE I (8 min.) Magazine-territory servant (Brother Get Excited) is emptying a carton of old magazines out on table when congregation servant (Brother Positive) walks in. Get Excited turns to Positive and negatively comments, "We shall just have to cut our magazine order," pointing to stack of old magazines as evidence of excess. Positive recommends more positive course. Congregation has not yet reached its quota of nine magazines a publisher each month, so rather than cut the order more stress must be placed on magazine service. "Only few publishers support Magazine Day," Get Excited replies. Positive suggests that Get Excited personally organize and encourage more to share. How? By personally contacting publishers and helping more to share. "I've tried," he protests, "but they work or have other difficulties on Magazine Day." Positive questions, "What difficulties?" Get Excited then presents the following as Positive supplies the answers and shows how even such publishers can be assisted to share in magazine work.

Problem No. 1. Publisher conscientiously feels that on Magazine Day she must do week-end shopping and house cleaning. Remedy: Assign publisher some territory close to home so some other day during week an hour or so can be devoted to magazine work.

Problem No. 2. Some brothers say their secular work keeps them busy every day of the week except Sunday, the day the regular offer is used. Remedy: Prestudy service with magazines before congregation book study.

Problem No. 3. How can I keep all publishers supplied with territory? Remedy: Since study conductors hold territory immediately surrounding service center, they should assign a street or a block(s) of the group territory to each publisher able to share.

The two continue to discuss such things as younger brothers doing magazine work after school a day or so each week, how magazines can be used in regular witnessing when offer is not taken, etc. For magazine work to expand, Positive shows, servant must bestir himself, not only by taking lead in the work, but also by taking the initiative to encourage publishers and show them how they too can share, by discussing their problems. Positive volunteers to show Get Excited how effective personal contacts and encouragement are.

SCENE II (8 min.) Service meeting just over, the two approach publisher known not to be busy on Magazine Day and tactfully invite her to be with group for this service. "Yes," she can arrange to be there. Next, they talk to sister with Problem No. 1 and suggest remedy, to her expressed joy. Get Excited, moved by results, says he will carry on while Positive cares for other duties. Get Excited contacts brother with Problem No. 2 and discusses remedy, for which brother is glad. Next, Get Excited talks to study conductor to make sure he understands that each publisher who can do prestudy work should have territory to work with magazines as he walks to study. Zealous young brother who does magazine work after school is encouraged to continue the good work.

SCENE III (3 min.) Two servants alone: Get Excited, bubbling over with good results, is all smiles. He relates to Positive that he is convinced that with his really doing his part to serve and encouraging his brothers there will be no more magazine decreases, but, rather, increase upon increase.

Back-Call Training

SCENE I (5 min.) Congregation servant and Bible study servant are going through Publisher's Record cards and discussing progress of those participating in training program. Some figures are read from imaginary record cards to show that the majority being assisted are progressing well in door-to-door work and their placements are increasing, but they are not progressing in back-call and Bible study work. Brother Incomplete then becomes subject of discussion. Since being assisted he too has placed a goodly number of books and obtained many subscriptions, but has made few back-calls. Why? Congregation servant says he is being trained by Brother Mature, who regularly makes back-calls and conducts two home Bible studies. He suggests Bible study servant check with Brother Mature to see if he is giving assistance in these features of the work.

SCENE II (10 min.) Next week when visiting service center, Bible study servant approaches Brother Mature and inquires now he is progressing in training Brother Incomplete. He answers that everything is going along fine. Brother Incomplete can now go by himself, gives two or three good three- to eight-minute sermons and places plenty of literature. He is qualified now to begin training someone else. But Bible study servant calls attention to the fact that he has not been making back-calls and conducts no Bible study. When Brother Mature is asked if he is training him in back-call work after the door-to-door work on Sunday or on back-call night he answers that he is not. He says he has been concentrating on making him a good house-to-house publisher. Bible study servant points out that a good publisher is one who engages in all features of the work. He then engages Brother Mature in a consideration of material in Study 56 of "Qualified to Be Ministers," paragraphs 11-14, on page 221. In this discussion it is brought out that placing literature is not enough and does not make one a qualified minister. Back-calls must be made in order to help the interested person to understand the literature, or else the initial sermons and placements do very little good. Also, the training program is intended to help publishers in all features of the work, including back-call and home Bible study work, and since Brother Mature is strong in these features of the work he should be giving Brother Incomplete assistance. Definite arrangements should now be made to engage in back-call work just as have been made for door-to-door work. Then when Brother Incomplete learns how to give ten- to fifteen-minute sermons on back-calls and to develop the back-calls into home Bible studies he may be considered a mature and qualified minister. Brother Mature sees the need for helping Brother Incomplete in his back-call work and determines to do so beginning next Sunday morning following the two hours of door-to-door work. He will also help him start and conduct a home Bible study, as well as keep him active in the house-to-house work.

Around the World . . . *(Cont'd)*

tried Magazine Day activity. (213) The good results show that it can be done if an effort is made. And that this service is for all, old and young alike, let the results speak for themselves as you read the blessings two sisters in the Saar, both over seventy years of age, had while placing magazines. (152)

Correspondence from the Society Addressed to Congregations

[1] Paragraph 94 of *Preaching Together in Unity* reads: "Any letters the Society has for the congregation will reach the congregation through the congregation servant. He will read all letters addressed to the congregation at the first service meeting following receipt of the letter or according to the directions of the letter."

[2] This is being called to the attention of all congregation servants, for it has come to the Society's attention that some letters from the Society addressed to the congregation are not read to the congregation. This may concern the spending of congregation funds. This is a congregation matter and should be taken up with the brothers, as outlined in paragraph 120.

[3] For a servant merely to announce he has heard from the Society or to proceed to take care of the business called for by the letter on his own without reading it to the congregation is entirely improper. Servants have no right to withhold from the congregation any information about which the Society wants everybody to be wholly and fully informed. If letters are for the congregation servants ONLY, they will be so marked.

"Make Sure of All Things"

2d Week:

Gifts from God (pages 135, 136)
Discourse.

4th Week:

Gifts from God (pages 137-140)
Two brothers discuss how this material can be used in the house-to-house work or on a back-call to clear up misconceptions many people have regarding miraculous gifts today.

Magazine Subscriptions and Orders for Literature

It will be greatly appreciated by the Society if publishers and pioneers associated with congregations will send all new and renewal subscriptions (including their own) and orders for literature through the congregation organization.—See paragraphs 111 and 115 of *Preaching Together in Unity.*

The need for calling this to the attention of all will be appreciated when it is considered that in one week we received 936 envelopes containing subscriptions and orders from brothers, all of which could have been sent through the congregation. This represents approximately 50,000 pieces of mail a year that could be channeled through the congregations. If all will send subscriptions and orders through the congregation it will be possible to provide quicker and better service.

Actively Trusting Jehovah Free from Fear

Prepare to Report "We Made It"

[1] Do you trust Jehovah? Or do you fear man? By actively exercising your trust in Jehovah, let everyone know that you trust Him and that you are not fearful of man. Your activity is an example to all who see you. Just as babes imitate those whom they see, babes in the truth are going to follow your example. Make it a good one!—Isa. 12:2, *AS*.

[2] When you were a babe in the truth you needed to be helped to learn fearlessness. So do those who are now babes in the truth. Will you help? All of Jehovah's witnesses in all congregations will answer the question by what they do during December. It is the month to report "We Made It" for the 10 per cent increase. All congregations, aided by Jehovah's blessing, will be able to do this if the less mature and irregular publishers are assisted to minister. Also, persons with whom home Bible studies have been conducted and who can talk the truth should be encouraged to start actively trusting Jehovah by publishing. The same offer will be used as in November.

[3] Last year we did not make the suggested 10 per cent increase in December. It was not because we did not have the publishers within our ranks, for we did. The thing that was lacking was the giving of proper assistance to those needing encouragement and help to trust Jehovah actively. Let all publishers, pioneers and congregations do their part to remedy that situation this year.

Help! Pioneers Needed *(Cont'd)*

dedicated servants, to make room for pioneer work, if at all possible!

[4] To keep everyone alerted and conscious of this service, at least one service meeting program every three or four months should be devoted exclusively to encouraging more publishers to have a part in the regular and vacation pioneer work. Pioneers should be used, but if they are not available competent brothers should be assigned to prepare and present material featured in *The Watchtower*, such as, Pursuing My Purpose in Life, *Yearbook* experiences and pertinent matter brought out in the *Informant*. Each assignment should be well prepared and presented in an enthusiastic manner. For program variety adapt suggestions given in *Preaching Together in Unity*, paragraph 138.

[5] Daily the *Help! Pioneers Needed* cry is being sounded. Determine now to use the reduced time wisely by answering the call. Get started in the regular or vacation pioneer work today, or as soon as possible.

UNITED STATES QUOTA FOR 1956
180,263 Publishers

Monthly Field Service Report

September Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	319	140.6	52.9	6.3
Pioneers	5,132	90.4	29.2	4.0
Vac. Pios.	342	92.0	21.0	2.4
Cong. Pubs.	158,052	9.9	3.1	.5
Total Pubs.	163,845			

Public Meetings Held: 10,203

Publications Now Available

God's Way Is Love —Cinyanja
What Has Religion Done for Mankind? —Japanese

Vacation Pioneer Requirements

Inquiries have come in asking whether vacation pioneer requirements have changed. The vacation pioneer service is open to all regular publishers recommended by the committee for this service even though their activity may not meet the requirements for regular pioneer applicants, set out in detail in the September, 1955, *Informant*. All publishers, however, should strive to meet these qualifications and improve their ministry.

CONGREGATION ORGANIZATION

Becoming Magazine-minded

[1] More and more Jehovah's people are becoming magazine-minded. The fresh, vital news contained in *The Watchtower* and *Awake!* is bringing truth to millions and we count it a blessing to carry these magazines to them.

[2] The magazine-territory servant plays an important role in keeping us magazine-minded. He cares for Magazine Day activity by arranging the territory to be worked by the group and by taking the lead in this feature of service himself. He is alert to note those not taking part in the house-to-house magazine work and is helpful in suggesting ways that they may share in it. (See Your Service Meeting demonstration Encouraging More Magazine Placements.)

[3] As all territory should be covered with the magazines as well as with the regular campaign literature, the magazine-territory servant should see to it that the territory is covered in rotation with magazines. This coverage should be co-ordinated with that of the regular offer. This would include all territory, that held by individuals and that covered by group witnessing. When individuals or study conductors are holding territory and it is being covered properly with magazines as well as with the campaign literature, these territories will not be worked in magazine group activity unless assistance is desired. When aid is requested, the magazine-territory servant will work out arrangements for group work with the one holding the territory.

[4] When a territory has been completely covered with the magazine offer, it should be considered as worked and the Territory Assignment Record card marked accordingly. The magazine offer will not interfere with the campaign literature offer. Each magazine, since it is issued twice a month with new and current information, is a new release every time we use it in the territory. Also, the manner in which the magazines are presented sets them apart, as the campaign literature offer is presented with a three- to eight-minute sermon and the magazines with only a thirty- to sixty-second presentation.

[5] Publishers finding persons who display a little interest and who will regularly accept the magazines may develop them into a regular route. As each magazine is published it can be taken to such persons. These return visits to deliver magazines are not to be considered or reported as back-calls.

[6] As we work with the magazines a record should be kept of those displaying positive interest and a back-call should be made on them at another time. By cultivating such interest many brothers report splendid results, with studies being started and persons taking their stand for the truth.

[7] If we are really conscious of the value of the magazines ourselves and are magazine-minded, we shall make sure that we share fully in magazine activity and see that all in our territory have an opportunity to read the two most valuable magazines on earth. Being magazine-minded will enable all publishers to place at least nine magazines a month, pioneers 90, and special pioneers 110.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★

INFORMANT

DECEMBER, 1955 "He shall not be afraid of evil tidings: his heart is fixed, trusting in Jehovah."—Psalm 112: 7, AS. BROOKLYN, N. Y.

ACTIVELY TRUSTING JEHOVAH FREE FROM FEAR

"ALL OUT" for 10 Per Cent Increase This Month

Stimulating Service Meeting Planned

1 December is one of the happiest months of the year for Jehovah's witnesses. While the world buries itself in pagan festivities and revelries to escape for a time from its worries and fears, Jehovah's servants will busy themselves actively expressing their confidence and trust in Jehovah, free from fear. (Isa. 12:2, *AS*) Happy? Of course, for the busier we are in Jehovah's service the happier we become; and we shall be busy, for just look what lies ahead.

2 This is the month for a 10 per cent increase in publishers. Realizing the need of co-ordinating the activity of all, the Society has outlined the following program for the first service meeting in December.

SERVICE MEETING
1. Welcome and text (5 min.)
2. Around the World with Jehovah's Witnesses, "Actively Trusting Jehovah" Talk (10 min.)
3. Your Service Meeting demonstration, "Helping One Another" (20 min.)
4. Actively Trusting Jehovah in December (15 min.) Rousing talk based on "Informant" article. Stress that reaching 10 per cent goal is everyone's job, requiring activity in ministry by all.
5. Closing Announcements (10 min.)

3 December will be a month of great activity. For your share in reaching the goal in this "all out" month, read the other columns of this article.

Our Goal —180,263 Publishers

1 To reach a 10 per cent increase, 180,263 ministers will have to be in the field. It will require extra activity by all, true, but the Society believes this goal can be attained, for Jehovah blesses the diligent efforts of his people to gather the other sheep. Our prayers and our work with Jehovah's favor will bring the desired results.

2 If December's congregation report card is to read "We Made It," the enthusiasm generated by the service meeting will have to be transformed into activity in Jehovah's service. Each one of us will have to take to heart his responsibility to serve. While all servants and mature publishers will make arrangements to aid irregular and newer ones, these brothers need not wait for this help, but should make a decided effort to engage in the service themselves.

3 Do not forget to invite newer persons to share, either. If you are conducting a Bible study, would this not be the ideal time to invite those with whom you study to engage in the ministry with you? Those who appreciate the comforting Kingdom message are only too happy to tell others of the truths they are learning.

4 Each congregation study conductor has the special responsibility of working toward 100 per cent participation in the field service by

(*Continued on page 2, col. 1*)

Prepare Effective Sermons for Bible and Book Offer

1 Since a mixed religious fervor and holiday spirit fill the minds of the people we can prepare our sermons to show them effectively the real significance of Christ as the enthroned King. For sermon suggestions, why not get out your copies of the *Informant* for December, 1953 and 1954, and re-examine the points in Presenting the Good News therein. The literature offer will be any volume of the *New World Translation* and a book for $2. Be sure to offer these volumes to all on whom you make back-calls, and if any persons you have studied with during the past year do not have all the volumes, offer them the ones they do not yet possess.

SPECIAL MAGAZINE DAY

2 December 25 has been set aside as a special Magazine Day. Though this is a Sunday the offer will be magazines, either single copies for five cents or two copies for ten cents, rather than the regular literature offer. Make this an "all out" day. Let every publisher share in the joys of witnessing this day. Last year excellent results were reported, with one car group placing 247 magazines! Use the enclosed Magazine Distributors' Order blank to order additional December 22 and January 1 issues immediately. As Monday the 26th is a holiday in most places, organize group witnessing with the regular offer for that day. Any interesting experiences or reports on the two days' work should be sent to the Society.

3 With confidence and trust that Jehovah will give the increase if we do our part, we joyfully look ahead to the work for December. No longer, like the world, are we fearful and trembling as we face the future, for Jehovah has made us free from fear through his comforting message of truth. So forward we go preaching, showing our happiness and aiding others to be free from fear by actively trusting Jehovah.

New Ministry School Arrangement

Qualified to Be Ministers to Be Studied

1 Have you read your copy of *Qualified to Be Ministers* yet? What a book! It is new and different! And it provides just what "I" need! That is the way you will feel when you read, refer to and study *Qualified to Be Ministers.*

2 With the week of January 1, 1956, a completely new ministry school program starts. The instruction talk will be on a study in *Qualified to Be Ministers.* Just preceding this talk there will be a beneficial five-minute, to-the-point oral review of the previous week's study. As for student talks, the first and second will be rounded-out eight-minute talks on a chapter (or portion) from one of the Society's recent books

(*Continued on page 3, col. 3*)

Around the World with Jehovah's Witnesses

Actively Trusting Jehovah

"God is my salvation: I will trust and will not be afraid; for Jehovah is my strength." There is no doubt that Jehovah's witnesses around the world believe and live by this scripture. Regardless of prevailing circumstances they trust in Jehovah and he in turn proves to be their source of strength.

The ban in the Dominican Republic remains complete. Publishers are not even supposed to talk truth to their neighbors. Do they? Of course, for it is impossible for one of Jehovah's witnesses to refrain from telling another of Kingdom blessings. (134)

Though all missionaries have been expelled from the Jordan the enemy is not satisfied. They want to stop the work completely. But, as they do elsewhere, the brothers continue to preach and the increase continues. (198, 199) Police and clergy opposition in Libya has made the brothers only more determined to trust in Jehovah actively and gather the other sheep. (185)

In Eastern Germany, along with all other countries behind the iron curtain, the enemy exerts more and more pressure. Brothers are arrested, given long prison terms or put to death, fired from jobs, etc. Fearlessly they continue preaching and Jehovah is richly blessing their faithful service. (156-158) Also see pages 129, 130.

With this spirit manifested by Jehovah's people throughout the world, will not December be the occasion for all congregations to reach or exceed their 10 per cent increase?

Literature Placement Results

That piece of literature you placed —do you appreciate fully the powerful effect it might have upon the individual or another who reads it?

To prove that you never know the results of a placement or know who might benefit from reading it, read of the schoolteacher in Fiji who obtained a publication from a preacher and learned the truth. (88) And read, on page 246, of the Catholic soldier, in Malaya fighting terrorists, who was so impressed with what he learned from a booklet that he wrote for additional literature, and after reading "Let God Be True" was able to take a firm stand for the truth. The result of another booklet placement is found on page 235.

In 1943 a man formed a choir in the Belgian Congo (where our work is banned). It grew to 500 members. In 1949 he learned of the Society's work and wrote Brooklyn for literature. Soon he began teaching members of the choir and they in turn began preaching. Religious and political opposition resulted in the arrest of many, and their imprisonment and deportation to Angola, their homeland. They continued preaching and correspondents inform us that there are now 1,000 individuals claiming to be Jehovah's witnesses in Angola. (249)

The powerful effect truth publications have, assisting one to make his mind over for new-world living, may be illustrated by the accounts on pages 70 and 205.

Our Goal . . . (*Cont'd*)

publishers at his service center. Other mature publishers in the group can assist him, as demonstrated in Your Service Meeting. Also, to help us reach our 10 per cent goal, the detailed instructions and practical suggestions given in the December, 1954, *Informant* should be reviewed by all.

Presenting THE GOOD NEWS

Another Use of Magazines

[1] Zealous and alert publishers are spreading the good news by regular and consistent use of the *Watchtower* and *Awake!* magazines. As a result magazine distribution has increased tremendously during the last year and will continue to increase as all of us expand our individual distribution. Are you placing your quota of nine magazines a month as a congregation publisher? Or ninety as a regular pioneer? Or 110 as a special pioneer? In the 1955 service year over 18,000,000 magazines were placed, which is the best yet, but still 4,000,000 copies behind the suggested quota. The pioneers were 2½ million copies short and the congregation publishers 1½ million copies short of their quota.

[2] On Magazine Day and while on your way to the congregation book study you have excellent opportunities to share in magazine distribution and all publishers who can support these avenues of service should do so. However, there are additional opportunities for all of us to place magazines. When going from door to door, what do you do when the householder refuses the current monthly offer after you have given your three- to eight-minute sermon and have endeavored to overcome his objections? Do you just offer a tract or a handbill and go on to the next home? Not if you are magazine conscious. Instead you offer the latest copies of *The Watchtower* and *Awake!* on a contribution of 10 cents, or a single copy for five cents. If you have not been doing this consider the following suggestions.

[3] If the offer is not accepted, then you might say: 'From our discussion I know you agree that there is a great need for all people to be informed on Bible truths. For that reason I should like you to accept the latest copies of *The Watchtower* and *Awake!* for only a contribution of 10 cents.' Some publishers may prefer to offer two booklets and one magazine for 10 cents.

[4] Another: 'Perhaps it is because you are not too familiar with our work that you do not feel that you would like to accept this offer. In that case, I should like to leave with you these two magazines on just a contribution of 10 cents. They are read and appreciated by millions of people and will enable you to get better acquainted with our work.'

[5] And when contacting a sincere but busy householder who does not have time at the moment to listen to your sermon: 'Since you are so busy I shall take but a moment of your time. I should like to leave these two magazines for only a contribution of 10 cents now and perhaps when I call again you will have more time.'

[6] Of course, the current monthly offer should be presented at every door without exception while you are engaged in regular house-to-house witnessing. When objections are encountered, every effort should be made to overcome them tactfully and place the regular offer. But if the householder still refuses, then the magazines can be offered. Be brief in offering the magazines. Do not give another sermon. Show them that you are interested in their learning the Kingdom message and that even though they do not accept the regular offer you would be pleased to supply them with the *Watchtower* and *Awake!* magazines.

WHY NOT PIONEER?

[1] Have you recently considered the guarantees of divine security for faithful servants of Jehovah?

[2] "So never be anxious and say: 'What are we to eat?' or, 'What are we to drink?' or, 'What are we to put on?' . . . Your heavenly Father knows you need all these things. Keep on, then, seeking first the kingdom and his righteousness, and all these other things will be added to you."—Matt. 6:31-33, *NW*.

[3] "I have been young, and now am old; yet have I not seen the righteous forsaken, nor his seed begging bread."—Ps. 37:25, *AS*.

[4] "The young lions do lack, and suffer hunger; but they that seek Jehovah shall not want any good thing."—Ps. 34:10, *AS*.

[5] "Brothers . . . continue considering these things." (Phil. 4:8, *NW*) As you do, ask yourself: Why not pioneer?

UNITED STATES QUOTA FOR 1956
180,263 Publishers

Monthly Field Service Report

October Report

	Pubs.	Av. Hrs.	Av. B-C	Av. Bi. St.
Sp'l Pios.	281	147.0	56.3	6.9
Pioneers	4,982	95.1	32.2	4.2
Vac. Pios.	462	91.5	25.5	2.9
Cong. Pubs.	159,925	10.6	3.5	.5
Total Pubs.	165,650			

Public Meetings Held: 11,582

YOUR SERVICE MEETING

Helping One Another

Chairman (3 min.) Talk outlining congregation's prospects for reaching 10 per cent increase. Highlight need for all to work closely together, and how this can effectively be done through service centers. Study conductor must take initiative, arranging aid for irregular and new publishers by seeking help of qualified publishers. Invite all to observe study conductor making such arrangements with qualified publishers and some problems that arise.

SCENE I (1-½ min.) Conductor asks publisher to aid Sister Overburdened. Publisher is willing, but says she has tried before with little results, for Overburdened, though wanting to go out in service, seems unable to arrange this, due to opposing husband and caring for her home and several children. Publisher asks for suggestions to assist Overburdened.

Chairman (3-½ min.) Ask audience what suggestions they can offer based on experiences they have had or know others have had under similar circumstances. In conclusion chairman makes following points if they are not brought out by audience: Go out when husband not home; join other sisters in working out plan to care for children; a desire to serve Jehovah actively and good home organization make time for the ministry possible.

SCENE II (1-½ min.) Another publisher tells conductor the one he is to aid, Brother Tired, says he is just too tired in the evening and has too many things to do at home to go out after a long day's work at the factory, and his unbelieving wife makes things difficult on Sunday.

Chairman (3-½ min.) Audience asked for experiences they have had or know of that would aid publisher to assist Brother Tired see service privileges. If not covered in comments from audience, chairman may add: 'All of God's people work hard and get tired; must not let worldly things overwhelm one into inactivity; oftentimes tired and worn-out feeling lost when service finished. As head of family, assume Scriptural responsibility.' (August 1, 1955, "Watchtower," paragraphs 11-16, shows the vanity of materialism and the need for one to be rich in right works.)

SCENE III (1-½ min.) Conductor finds another publisher has this difficulty: 'How can I aid when Sister Frail always says she is not feeling good?'

Chairman (3-½ min.) Audience give known experiences and helpful suggestions. Chairman can add: 'Almost all have temporary or permanent aches and pains, but still all do secular work and things at home; Kingdom work is more important than any other; must appreciate urgent need to minister though not in best physical condition. Staying out of service is no cure, and engaging in service makes one feel much better.

Chairman (2 min.) Admonishes all to co-operate in making and following through on arrangements made to aid all to preach actively during December and all other months.

Back-Calls with a Purpose

Chairman (4 min.) Emphasize the need of following through on our work. Jehovah's ministers are not peddlers, leaving the people to shift for themselves. (2 Cor. 2: 17, NW) Nor are they like the hireling clergy. They follow the example of Christ and the apostles in making return visits to feed the sheep. (John 21: 15-17; Acts 15: 36) What have you as a minister done to aid further those with whom you placed literature during the past month?

SCENE I (3 min.) Publisher comes to see Bible study servant, Brother Personal Assistance. After the service-meeting talk on back-calls he feels he should have a part, but he has no placements. Bible study servant goes to Publisher's Record card and notes magazines and booklets placed last month. What about these? He did not think they would be good prospects. Read together paragraph 24 of "Preaching Together in Unity." Brother Personal Assistance arranges to go along with him on back-call night the next week to offer help.

SCENE II (5 min.) Brother No Return comes to see Bible study servant. He too heard the talk on the service meeting. He wants to fulfill his ministry, but he never gets results on his back-calls, so he prefers to go from house to house, where he can at least place literature. Bible study servant uses example of farmer: If he only planted but never watered or cultivated or gathered, the good of his labor would be lost. So with our ministry. Publisher agrees, but what should he do?

Brother Personal Assistance asks what record of interest found Brother No Return keeps. He does not get name, merely marks that a book or magazine is placed but does not give name of book or date of issue of magazine, nor does he note points observed to be of interest to the householder. Brother Personal Assistance shows that this is a necessary step toward making effective back-calls. Next he must have something definite to talk about and a specific goal in mind. His 10- to 15-minute sermons might well be an enlargement of one of the sermons used in door-to-door work, and his objective, of course, is to start a Bible study. Brother Personal Assistance says that he is going out on a call this evening and invites Brother No Return to go along. He shows him the notations of his call made on his House-to-House Record form.

SCENE III (12 min.) As they near the call Brother Personal Assistance again stresses that they are going to have in mind starting a home Bible study. They are invited in after a friendly greeting at the door, Brother Personal Assistance saying, "Good evening, Mr. Good Will. As I promised you last week, I set aside some time this evening to discuss with you further the matter of the Bible's value for our day. Mr. No Return came along with me." Mr. Good Will was previously interested in knowing what made the world of Noah's day so wicked and why Jesus said our day would be like that. Sermon starts with Matthew 24: 37, then Genesis 6: 1-5, showing angelic superhuman interference. Today the increased wickedness is also caused by superhuman interference. (Rev. 12: 7-12) The world of Noah's day was destroyed, but faithful ones in the ark were preserved. Those in Jehovah's new system of things today will be preserved. But we must take action now. (2 Pet. 3: 5-7, 13; Zeph. 2: 3) Then turn to the book "New Heavens and a New Earth" and consider the first paragraph on page 7 or "Let God Be True" on page 261 (2d edition). (This should not be delivered in a formal preaching manner, but both publishers and person of good will should read scriptures and offer comments.) Mr. Good Will is impressed, wants to hear more. Arrangements are made to return the next week, and it is suggested that he read at least the next few pages in preparation for their next discussion.

As the two publishers leave the house, Brother No Return says that now he can see what should be done on a back-call. Arrangements are made for Brother No Return to go along next week as well. Perhaps, Brother Personal Assistance suggests, he will be able to take over the study when it is well established.

Chairman (2 min.) "Thoroughly accomplish your ministry." Call back on all placements; call in a week, if possible. Have something definite to say, and keep in mind that your objective is to lay the groundwork for a home Bible study. Really feed the sheep.

Ministry School . . . *(Cont'd)*

(see schedule). These books will be completely reviewed by discourse as the student speakers give talks on their assigned portion as though they were talking to a person at the door. The third student talk follows with the reading of a portion of Volume II of the *New World Translation* and then the congregation for five minutes will discuss the material read. What a grand instructive program! Do you not agree?

[3] So that all publishers will be completely familiar with this fine, new arrangement, it is suggested that the ministry school schedule and instruction sheet accompanying this *Informant* be considered in detail at the service meeting. Any eligible brothers who are not now enrolled in the school will surely want to do so. And any publishers who may have been missing the school will wisely adjust their affairs to be in attendance each and every week. There is too much to gain to miss a single week.

[4] Some may have the question: "Do we have to wait until we study *Qualified to Be Ministers* before using the fine material?" The answer is No! Start using it now to improve your ability to speak, prepare and deliver talks, to obtain helpful suggestions for meetings and pointers on how to study, for pertinent information to round out your field ministry and handling of servant and congregation activities, to improve your worship, to increase your knowledge on the history of Jehovah's witnesses and the theocratic New World society, etc. Servants and publishers alike will find *Qualified to Be Ministers* an inexhaustible source of practical and helpful information that can and should be put to use immediately. Each appointed servant will read carefully the portion of the new book that applies to him and his duties and put the good counsel to use at once without waiting. So, then, while the detailed study of the book will come through the school, *now* is the time to start making use of the abundant material Jehovah has provided for us to be his qualified ministers.

Serving with Jehovah's Channel of Communication

Get Ready for *Watchtower* Campaign

[1] Every one in the New World society willingly and joyfully serves with Jehovah's channel of communication. All are eager to attend every congregation meeting in order to gain the vital knowledge and wisdom necessary to be ministers of the Most High God. (Eph. 3:10, *NW*) And then, knowing that "faith without works is dead," all serve with Jehovah's channel of communication, heralding forth "this good news of the kingdom."

[2] Starting January 1 and continuing through the month of April, it is our privilege to offer good-will persons a year's subscription for *The Watchtower* and three booklets on a $1 contribution. For each new subscription 90 cents will be remitted to the office.

[3] How many new subscriptions will be forthcoming this year? The answer lies in the amount of time we spend in field service. During the four-month *Watchtower* campaign in 1949 we obtained 161,108 new subscriptions; in 1952 the number increased to 264,159 and in 1955 to 353,592. This can be the greatest year to date for new subscriptions, and we pray it will be, as all of Jehovah's witnesses without letup offer at every door the unexcelled channel of communicated Kingdom truths—*The Watchtower*.

"Make Sure of All Things"

2d Week:

Gifts from God (Pages 140-144)

Congregation discussion covering the gifts within reach of Jehovah's servants today, how gifts are received and cultivated and their purpose.

4th Week:

Healing (Page 144 to 1 Tim. 4:16 *on page 147*)

In house-to-house witnessing publisher contacts householder who just heard faith healer on radio and is full of questions, which publisher Scripturally answers with "Make Sure of All Things." Publisher arranges return visit to discuss subject further.

Awake! Campaign Ends With 153,032 New Subs!

Thanks to Jehovah's blessing, which was abundantly manifest upon our ministerial service, during October we obtained 153,032 new subscriptions in the United States alone. That is 15,011 more than last year, our previous best! Congregation publishers obtained 115,813 (14,460 more than last year), while special and regular pioneers obtained approximately the same number as last year, namely, 2,460 and 34,759 respectively.

Now our attention turns to the *Watchtower* campaign. People who hope to live in God's new world need the vital information *The Watchtower* contains. Let us all zealously support the four-month *Watchtower* campaign, giving everyone the opportunity to have this life-sustaining magazine. Congregations should increase their supply to meet campaign needs right away.

Publications Now Available

"Let God Be True" (2d Ed.) —Hungarian

After Armageddon—God's New World—Ibanag, Portuguese

"This Good News of the Kingdom"—Ilocano, Portuguese

Will Religion Meet the World Crisis?—Hiligaynon-Visayan

CONGREGATION ORGANIZATION

Making the Most of Our Time

[1] Jehovah never wastes time nor is he ever late in anything he purposes to do. His servants being created in his likeness, Jehovah expects promptness from them too. Yet it seems that many publishers do not appreciate the need of being on time at contact points for field service. Those who are habitually late may not realize it, but they are showing a lack of respect, first for Jehovah and his organization, and second for their brothers.

[2] Each study conductor should recognize his responsibility in this regard and start contact points on time. For example, if the contact point is arranged for 9:30 on Sunday morning, the conductor should be present and begin at 9:30 a.m. sharp, even if there is only one publisher present. The contact point should not be longer than fifteen minutes. (*Preaching Together in Unity*, paragraphs 18 and 19) All publishers should be at the first door no later than 10 Sunday morning. *Do not wait* for latecomers before starting the contact point. Let the publishers know by your example that you are prompt and that they must be there on time if they want to work with the group. Otherwise, those that are in the habit of coming on time will see no need of doing so, for as some have said: "We never get started on time anyway."

[3] But is it really that important that we get started as quickly as possible for the field? Consider the following figures. If each publisher in a congregation of fifty wasted just fifteen minutes every Sunday morning in getting out into the field, it would mean that by the end of the month that congregation wasted fifty hours that could have been spent in praising Jehovah. Now multiply the fifteen minutes by the average number of publishers for the 1954 service year and it amounts to 6,837,012 hours. That is a great deal of time. In view of this, is it not important that each one of us take this matter into serious consideration?

[4] Often time is wasted when publishers come to the contact points without the necessary literature for the day. Publishers should get all needed supplies at the service meeting and come to contact points fully prepared to go right into the field. If the contact point is at the Kingdom Hall on Sunday morning, the magazine and literature counters may be opened before the time to assemble for field service, but it should not be necessary to open them after the contact. In many congregations brothers have lingered twenty to thirty minutes after the group was dismissed and this has resulted in the wasting of much time for all. After dismissal car groups should leave immediately for the territory. Once in the territory the one in charge should assign territory to publishers quickly, not letting them gather on the corner and attract a great deal of attention. Give small groups of two or four publishers enough territory to keep them busy for two or three hours. This will allow much more time for actual witnessing and will eliminate groups' standing on the corner waiting for the one in charge to give them more territory to work.

[5] This means then, that all study conductors must be good organizers with the thought of making the most of the time set aside for field service. All publishers should put forth every effort to co-operate by being prompt. When visiting service centers, congregation servants should check closely on the above-mentioned points, and if there is negligence in any respect they should see to it that such conditions are corrected.

★ Add to Your Regular House-to-House Preaching Back-Call and Bible Study Service ★